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Technology and Innovations in Libraries and their Impact on Learning, Research, and Users

Joe Murphy
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Joe Murphy, "Technology and Innovations in Libraries and their Impact on Learning, Research, and Users."
Proceedings of the IATUL Conferences. Paper 47.
<https://docs.lib.purdue.edu/iatul/2012/papers/47>

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05.06.12 | 09:00 – 09:50

Second Keynote

05.06.12 | 09:00 – 09:50

2nd Keynote Session: Theme B

Technology & innovations in libraries and their impact on learning, research and users (K211*)

Joe Murphy (<http://joemurphylibraryfuture.com>) is a Librarian and technology trend spotter. Formerly from Yale University Libraries, Joe now works as a consultant helping libraries and more prepare for upcoming technology trends. Joe is an author and editor, an international keynote speaker, and a conference organizer.

* Tweet to #k211



Singapore

IATUL

(International Association of Scientific
and Technological University Libraries)

Joe Murphy

Technology & innovations
in libraries and their
impact on learning,
research & users.

Keynote



Murphy

Tech Trend Spotter & Librarian



Librarian, professional speaker, author,
and consultant addressing staying
current with technology shifts.



me



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Would it make a difference if I did NOT tell you there is an end point in sight?



There is no schedule for a time when we do not have to focus on the next tech changes.

Would it matter if I said that point was 10 years out vs 1 year?

Let's instead learn to live in the moment of constant change & stop looking towards an end of the discomfort from the pressures of technology change.



Finding Our Edge

Yoga speaks of finding our physical edge, a point at which we exert our maximum in a way that doesn't push us past growth and into pain.

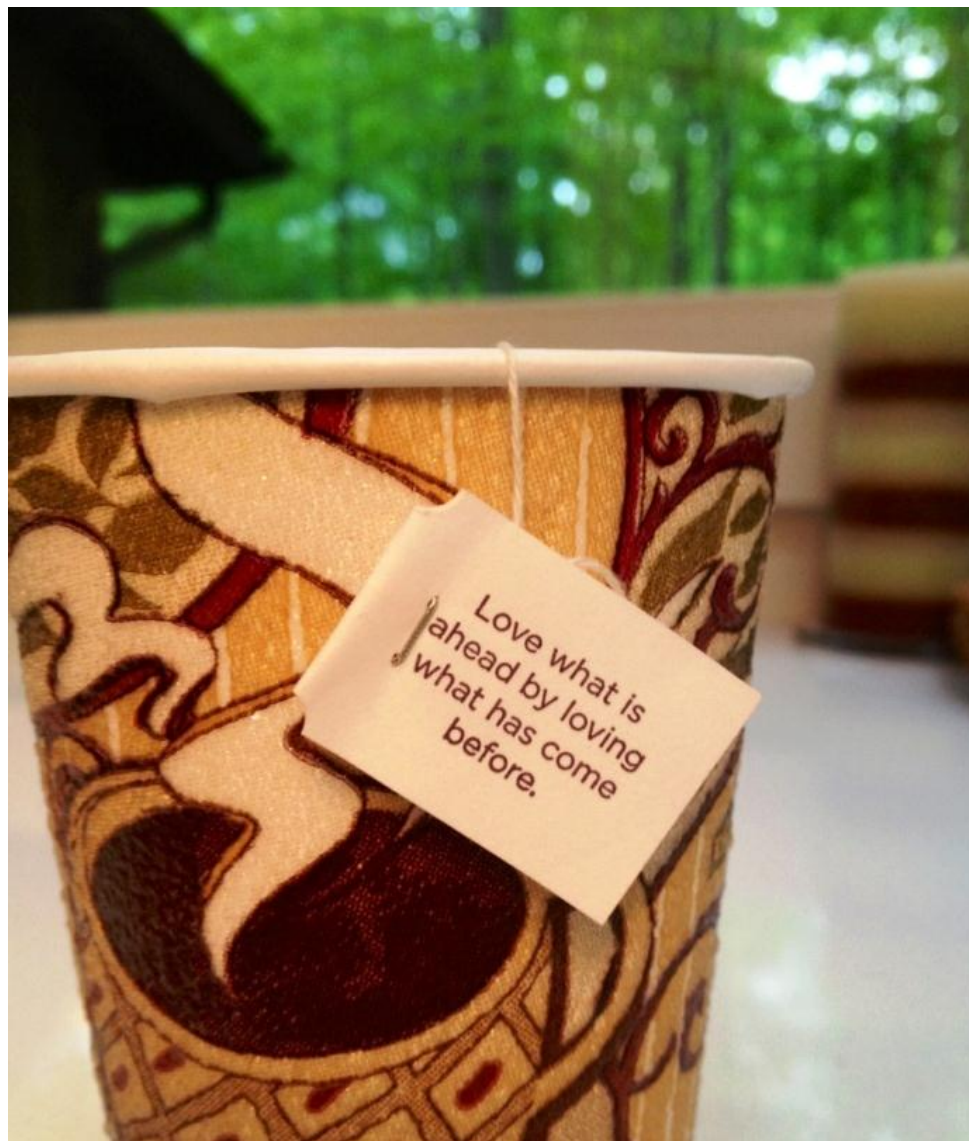
In regards to innovation, libraries should not push so hard for change that we end up in positions that pull muscles. Rather, we should push as far as possible, so every part of our collective body feels the strain, and can grow stronger from it without injury.

Getting to that edge is hard; pushing our limits can be uncomfortable. We mistake growth and stretching for pain.

We grow with it by breathing through it. Don't get distracted by the chatter and complaints that tell us to slow down

Change is the
defining
characteristic
of our
environment





We should also always push forward enough to stay on the crest and out of the trough of the wave, and to not get stuck between the backwards pull of tradition and the forwards pull of change.

Aware Pressure

to accomplish goals of change



Focus on Tech Trends



Technological evolutions lead to revolutions with info engagement: means and expectations.

Internet Trends 2012

by Mary Meeker & Liang Wu of KPCB

2.3B Global Internet Users in 2011* – 8% Growth*, Driven by Emerging Markets

Rank	Country	2008-2011 Internet User Adds (MMs)	2011 Internet Users (MMs)	Y/Y Growth	Population Penetration
1	China	215	513	12%	38%
2	India	69	121	38	10
3	Indonesia	37	55	22	23
4	Philippines	28	34	44	35
5	Nigeria	21	45	—*	28
6	Mexico	19	42	19	37
7	Russia	16	61	3	43
8	USA	15	245	1	79
9	Iran	14	37	—*	48
10	Turkey	11	36	26	49
Top 10		444	1,189	12%	32%
World		663	2,250	8%	32%

KPCB

Note: *Nigeria / Iran data as of 12/10; Other 8 countries' data as of 12/11, 2.3B global internet users and 8% Y/Y growth rate based on the latest available data (most as of 12/11, some as of 12/10). Source: United Nations / International Telecommunications Union, Internetworldstats.com.

Year over year internet growth is up around the world

5

INTERNET TRENDS D10 CONFERENCE
5/30/2012

1 Billion People using Social Media

Report from International
Telecommunication Union

With 900+ Million users, Facebook
represents 9/10ths of social networkers



<http://www.itu.int/ITU-D/treg/publications/trends12.html>

mobile is quickly becoming the main means for accessing social networks

<http://techcrunch.com/2012/05/14/itu-there-are-now-over-1-billion-users-of-social-media-worldwide-most-on-mobile/>

1/4 Young Adults use Twitter

“One quarter (26%) of internet users ages 18-29 use Twitter, nearly double the rate for those ages 30-49. Among the youngest internet users (those ages 18-24), fully 31% are Twitter users.”

Twitter usage over time

% of internet users who use Twitter



Who uses Twitter?

% of internet users within each group who use Twitter

All adult internet users (n=1729)	15%
Men (n=804)	14
Women (n=925)	15
Age	
18-29 (n=316)	26**
30-49 (n=532)	14
50-64 (n=521)	9
65+ (n=320)	4
Race/ethnicity	
White, Non-Hispanic (n=1229)	12
Black, Non-Hispanic (n=172)	28**
Hispanic (n=184)	14
Annual household income	
Less than \$30,000/yr (n=390)	19
\$30,000-\$49,999 (n=290)	12
\$50,000-\$74,999 (n=250)	14
\$75,000+ (n=523)	17
Education level	
No high school diploma ² (n=108)	22
High school grad (n=465)	12
Some College (n=447)	14
College + (n=698)	17
Geographic location	
Urban (n=520)	19**
Suburban (n=842)	14**
Rural (n=280)	8

There will 2X more smart phones than PCs

SURRENDER TO SMARTPHONES

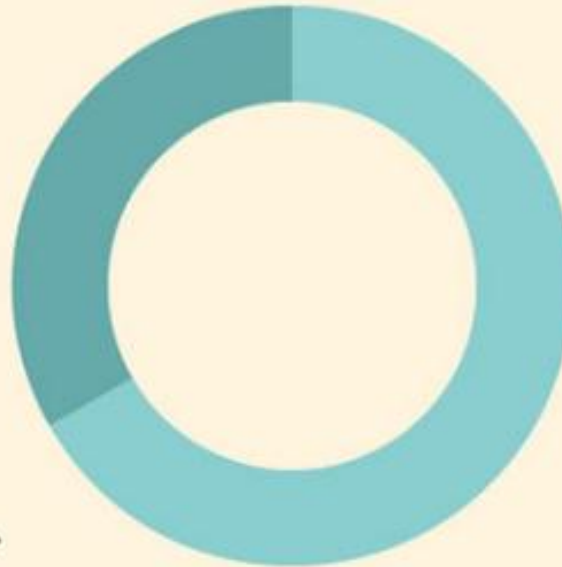
1 BILLION

smartphones will be sold in 2014

THAT'S

TWICE

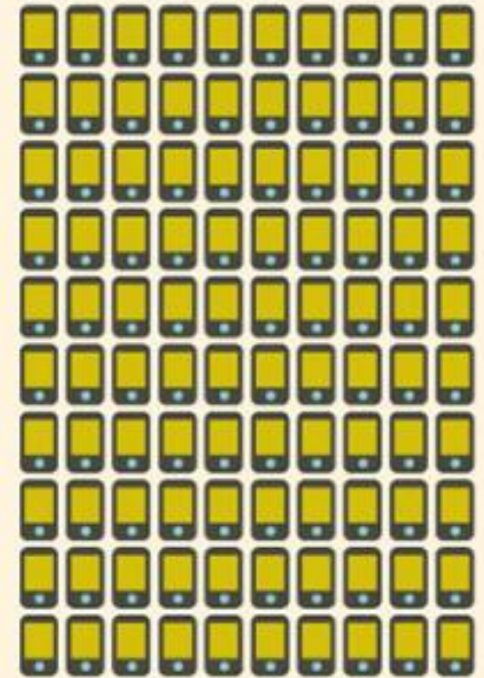
THE NUMBER OF PCS
that are predicted
to be sold that year.



**TODAY, 2/3 OF
AMERICAN ADULTS**

connect to the web via a smartphone,
tablet, or laptop computer.

BY 2016...

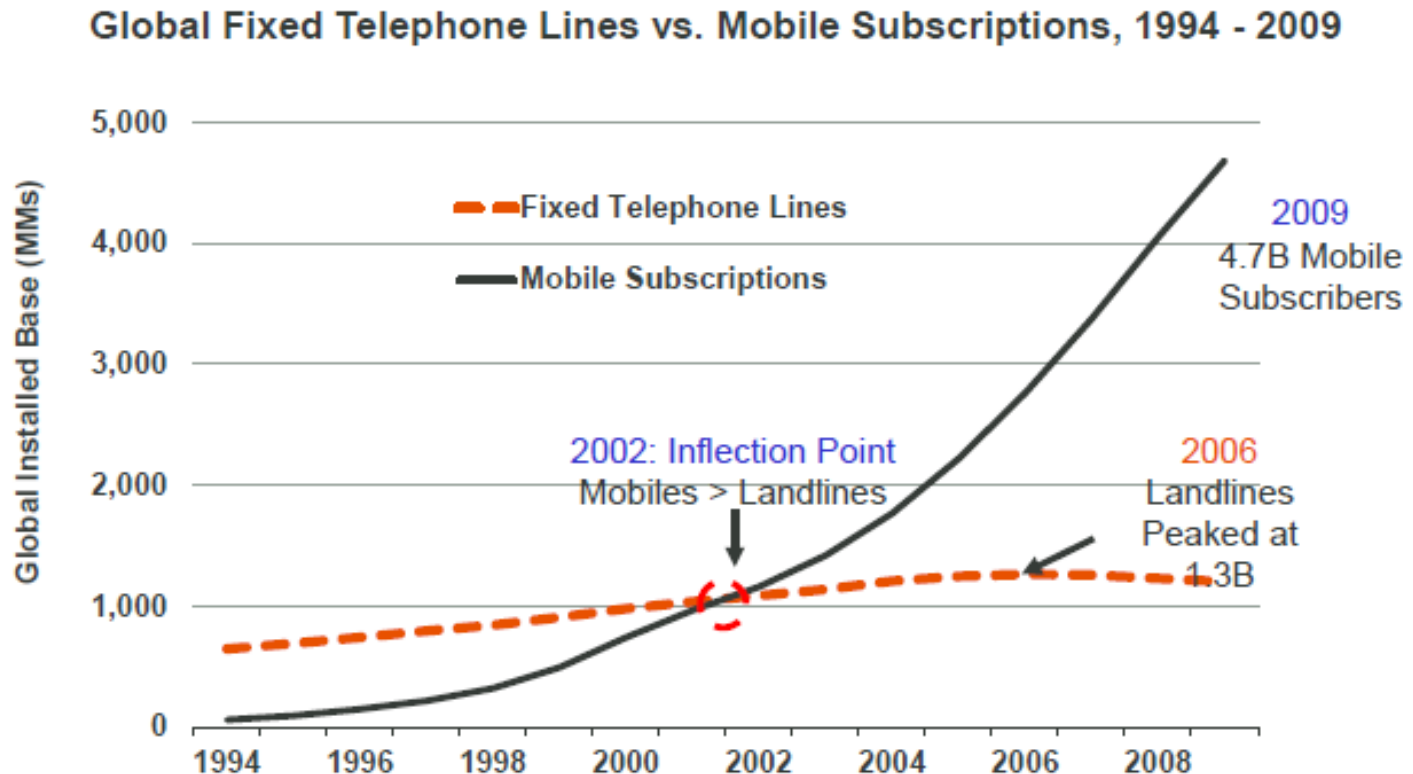


THERE WILL BE 10 BILLION
mobile Internet devices used globally.
Smartphone traffic will grow

50 TIMES THE SIZE IT IS TODAY.

Mobile subscriptions far surpass land lines

First Generation of Re-Imagination - After 125 Years, Landlines Were Surpassed by Mobiles in 2002

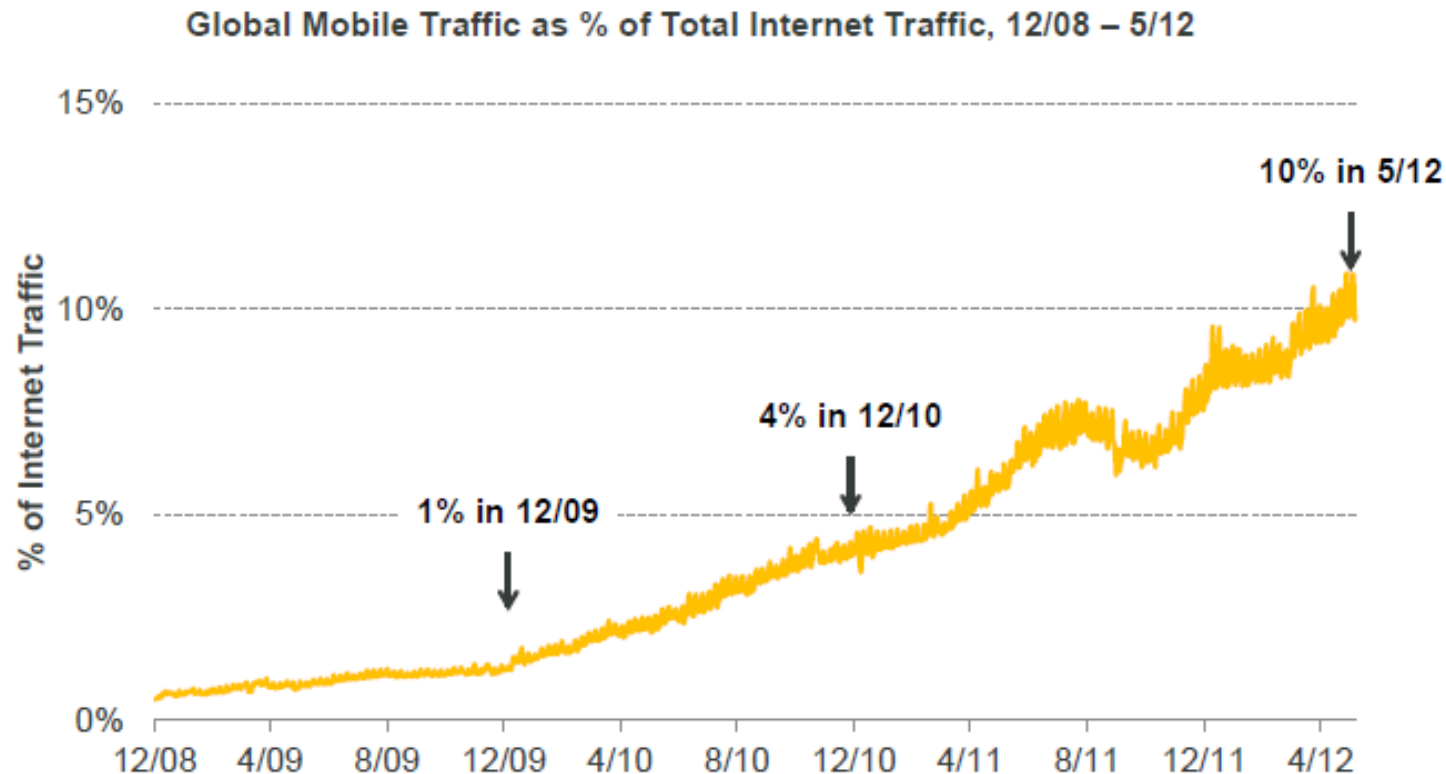


KPCB

Source: International Telecommunications Union. 30

Mobile accounts for 10% of Global Internet Traffic

Good News =
Global Mobile Traffic Growing Rapidly to 10% of Internet Traffic



KPCB

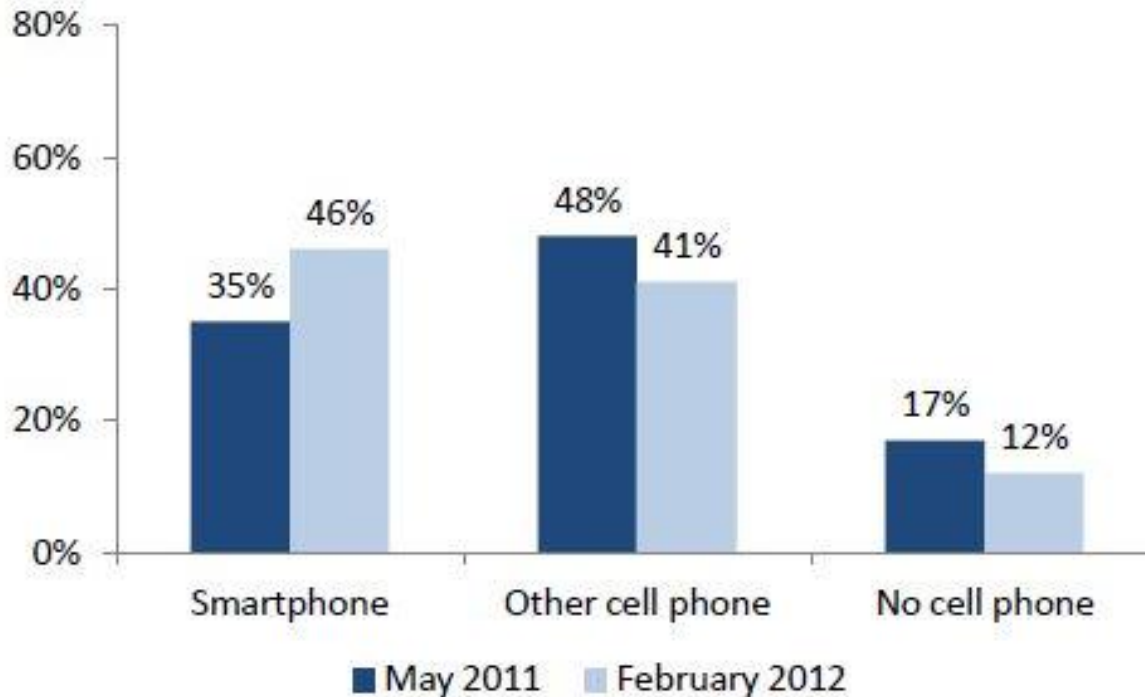
Source: StatCounter Global Stats.

14

Smartphone owners now outnumber users of more basic phones

Changes in smartphone ownership, 2011-2012

% of US adults who own...



Source: Pew Research Center's Internet & American Life Project April 26-May 22, 2011 and

pewinternet.org/Reports/2012/Smartphone-Update-2012/Findings.aspx

Nearly Half of Americans own Smartphones

104 million smart phones in America

Mobile Market Share Report From comScore

- “234 million Americans age 13 and older used mobile devices” in the last three months

- 14% rise in US smartphones in last 5 months

- Google’s Android operating system now boats 50% of the platform share
- Apple claims just under 30%
- Apple iOS is 3rd in mobile subscribers
- Mobile content usage is up cross the board.

Top Smartphone Platforms 3 Month Avg. Ending Feb. 2012 vs. 3 Month Avg. Ending Nov. 2011 Total U.S. Smartphone Subscribers Ages 13+ Source: comScore MobiLens			
	Share (%) of Smartphone Subscribers		
	Nov-11	Feb-12	Point Change
Total Smartphone Subscribers	100.0%	100.0%	N/A
Google	46.9%	50.1%	3.2
Apple	28.7%	30.2%	1.5
RIM	16.6%	13.4%	-3.2
Microsoft	5.2%	3.9%	-1.3
Symbian	1.5%	1.5%	0.0

Here are the percentage rates of total mobile users who did the following activities on their devices.

- Sent Text Messages – 74.8%
- Downloaded and Used apps – 49.5%
- Mobile browser – 49.2%
- Social networking – 36.1%
- Mobile gaming – 32.3%
- Music - 24.8%

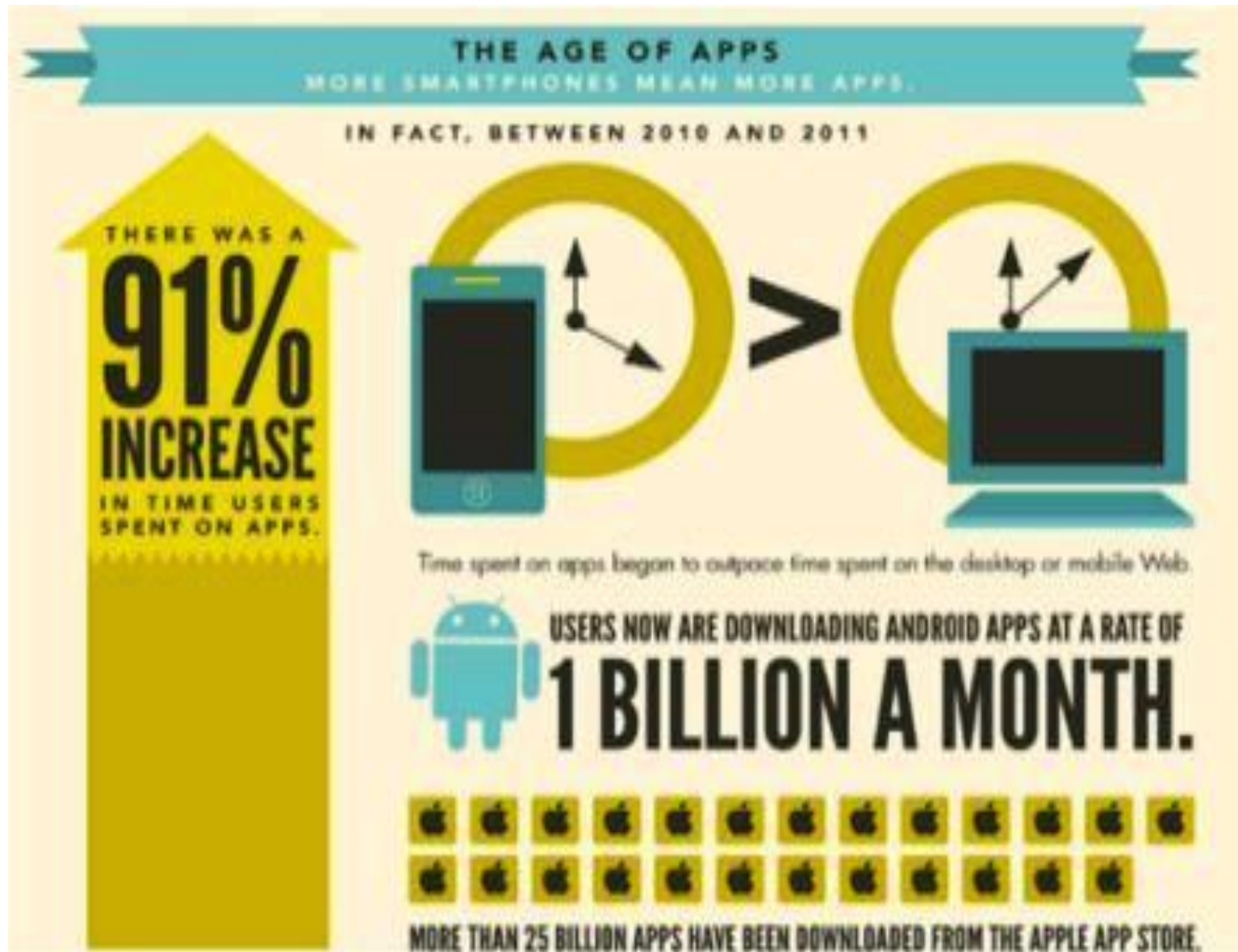
The Growth of Smartphones crosses demographics

	May 2011	February 2012	Change
All adults	35%	46%	+11*
Gender			
Men	39	49	+10*
Women	31	44	+13*
Age			
18-24	49	67	+18*
25-34	58	71	+13*
35-44	44	54	+10*
45-54	28	44	+16*
55-64	22	31	+9*
65+	11	13	+2
Race/Ethnicity			
White, non-Hispanic	30	45	+15*
Black, non-Hispanic	44	49	+5
Hispanic	44	49	+5
Household Income			
Less than \$30,000	22	34	+12*
\$30,000-\$49,999	40	46	+6
\$50,000-\$74,999	38	49	+11*
\$75,000+	59	68	+9*
Education level			
Less than High School	18	25	+7
High School Grad	27	39	+12*
Some College	38	52	+14*
College+	48	60	+12*
Geography			
Urban	38	50	+12*
Suburban	38	46	+8*
Rural	21	34	+13*

“Nearly every major demographic group—men and women, younger and middle-aged adults, urban and rural residents, the wealthy and the less well-off—experienced a notable uptick in smartphone penetration over the last year”

pewinternet.org/Reports/2012/Smartphone-Update-2012/Findings.aspx

Time spent on mobile apps out paces desktop web



86% of smart phone owners use their device to access timely info



a project of the
PewResearchCenter

MAY 7, 2012

Just-in-time Information through Mobile Connections

86% of smartphone owners used their phone in the past month to make real-time queries to help them meet friends, solve problems, or settle arguments

“The rapid adoption of cell phones and, especially, the spread of internet-connected smartphones are changing people’s communications with others and their relationships with information. Users’ ability to access data immediately through apps and web browsers and through contact with their social networks is creating a new culture of real-time information seekers and problem solvers. “

70% of ALL cell phone users have recently used their device to:
Coordinate a meeting, solve a problem, decide to visit a business, find info to settle an argument, look up a sports score, traffic info, get help in an emergency

<http://pewinternet.org/Reports/2012/Just-in-time.aspx>

The continued proliferation of iPhones Means more people have access to more advanced mobile features.

Cricket gets prepaid iPhone

PETER SVENSSON

Published: May 31, 2012

Story user rating:



NEW YORK (AP) - Leap Wireless International Inc., the parent of the Cricket cellphone service, on Thursday said it will be the first mainland U.S. phone company to sell recent iPhone models on a prepaid, no-contract basis.

Starting June 22, Leap will sell the iPhone 4S starting at \$500 and the iPhone 4 starting at \$400. Service will cost \$55 per month for unlimited calls, texting and data.



FILE- In this Wednesday, May 30, 2012, file photo, a tourist uses his iPhone to photograph Federal Hall in New York's Financial District, Wednesday, May 30, 2012. Leap

Apple is far in the lead in the mobile PC market thanks to iPad

Table 1: Preliminary Q1'12 Worldwide Top Five Mobile PC Shipment Rankings by Brand

Rank	Brand	Units (millions)	Share
1	Apple	17.2	22.5%
2	HP	8.9	11.6%
3	Acer Group	6.9	9%
4	Lenovo	5.9	7.7%
5	Dell	5.6	7.3%

Source: NPD DisplaySearch Q2'12 *Quarterly Mobile PC Shipment and Forecast Report*

http://www.displaysearch.com/cps/rde/xchg/displaysearch/hs.xsl/120522_apple_maintains_top_mobile_pc_share_in_q112_on_strong_ipad_shipment_growth.asp

The iPad accounts for 4/5 of Apple's mobile PC sales.

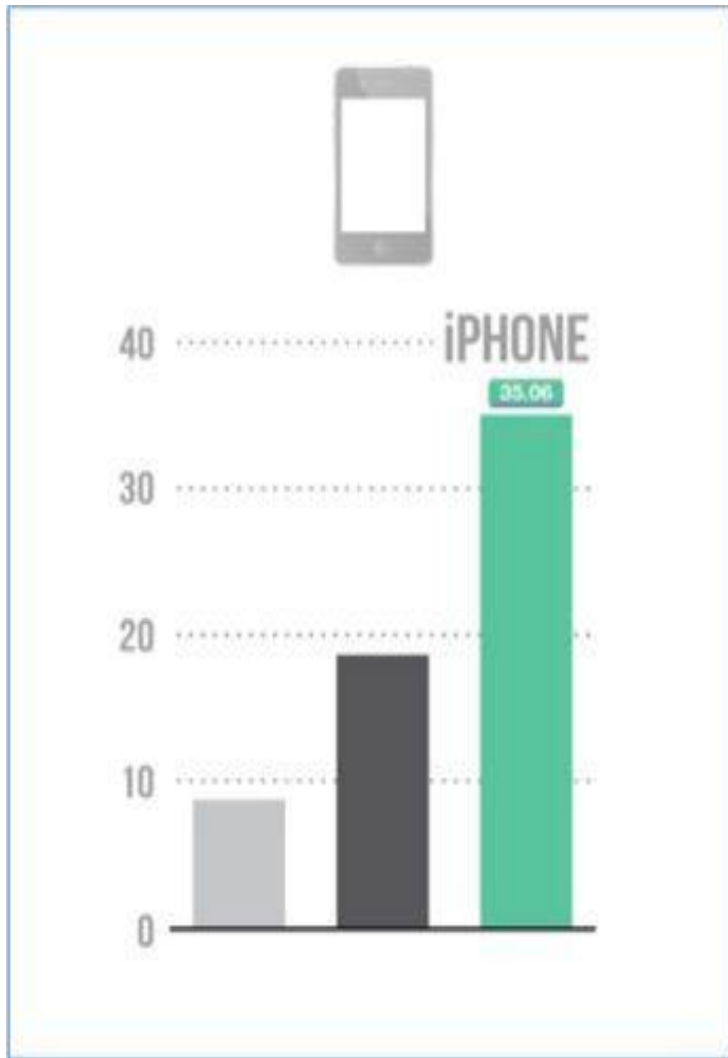
And the iPad completely dominates the tablet market

Table 3: Preliminary Q1'12 Worldwide Top Five Tablet PC Shipment Rankings by Brand

Rank	Brand	Units (millions)	Share
1	Apple	13.6	62.8%
2	Samsung	1.6	7.5%
3	Amazon	0.9	4%
4	RIM	0.5	2.3%
5	ASUS	0.5	2.3%

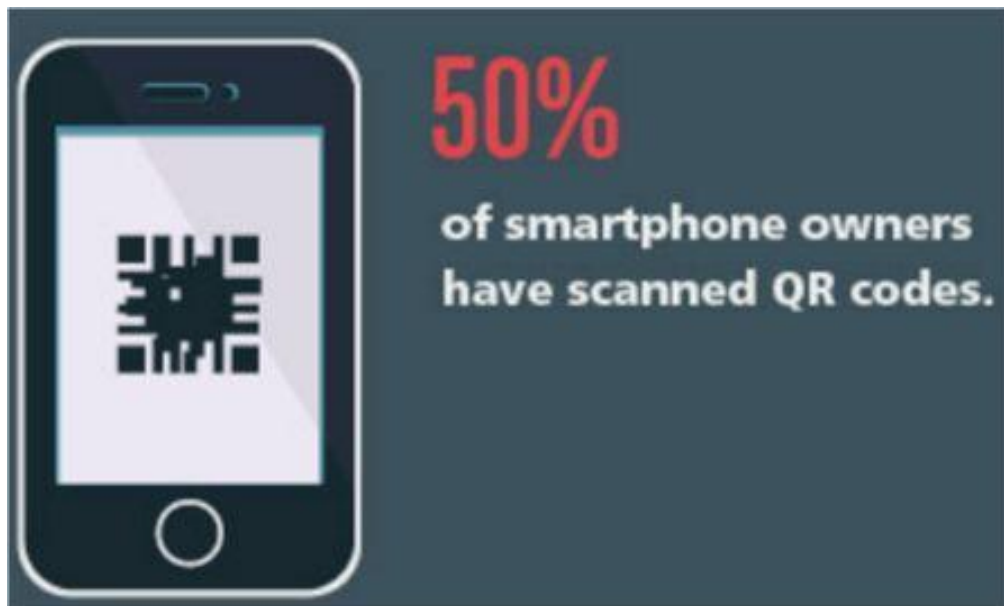
Source: NPD DisplaySearch Q2'12 *Quarterly Mobile PC Shipment and Forecast Report*

Apple, world's most valuable company, beats estimate again.



Infographic made by Statista posted on
<http://mashable.com/2012/04/25/apple-earnings/>

- Sold in Apple's most recent quarter:
- 35 million iPhones
 - 12 million iPads
 - iPad sales up 150% year over year
 - international sales account for 2/3 of revenue



Infographic created by <https://www.hightable.com/>
<http://mashable.com/2012/05/19/mobile-marketing-infographic-smartphones/>



QR Codes for Face-to-Face content distribution



<http://theinspblog.blogspot.sg/2012/05/street-papers-announce-digital.html>

Crowd funded through Kickstarter

Mind interface headset

Picture this: You put on a headset and relax your mind. Soon you begin controlling an object with your thoughts.



It only sounds like science fiction, but a new technology from NeuroSky allows users to control games via their thoughts. Timothy Ray reports on digita.



Enlarge Image

Brian L. Frank for The Wall Street Journal

With NeuroSky's headset, people can manipulate real and digital objects

This mind-power trick may seem far-fetched, like something from a late-night science fiction movie or the back of an old comic book. But several companies are bringing this technology to life with affordable headsets that determine a person's state of mind.

The gadgets translate brain waves into digital information and beam it wirelessly to computers or other devices.

So far the headsets are confined to mostly digital interfaces—videogames and movies whose plots can be altered with the mind—although in some cases real-world objects have been used, like a pair of catlike ears that move depending on a person's mood. The technology, still in its infancy, has the potential to not only entertain but to possibly improve education and strengthen mental health, some doctors say.

Closing the gap between intention and action.

Minimizing technical interface steps.

Controlling your computer with hand gestures, using an affordable (\$70) motion sensor USB accessory.

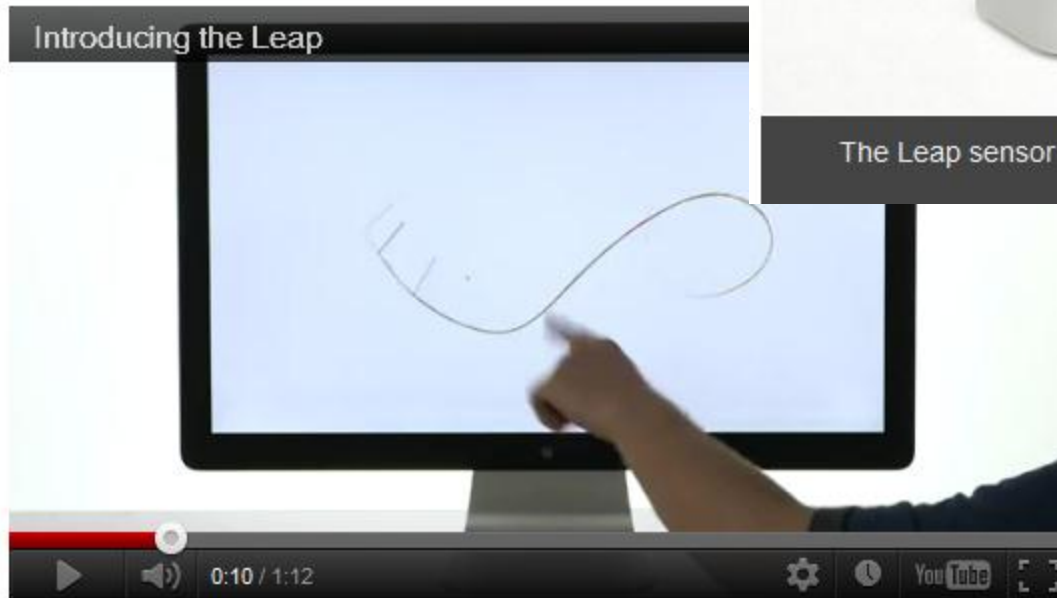
Leap Motion sensor offers 3D gesture control at an affordable price

By Nick Moore

08:22 May 23, 2012



The Leap sensor is small, but accurate enough to process 3D gesturing



http://www.youtube.com/watch?v=_d6KuiutelA&feature=player_embedded#!

<http://www.gizmag.com/leap-motion-gesture-control-sensor/22644/>

Tool for creating digital student portfolios with a Smartphone



Quickly and easily digitize student work and build the resource for authentic assessment in your classroom.

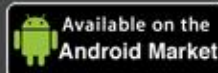
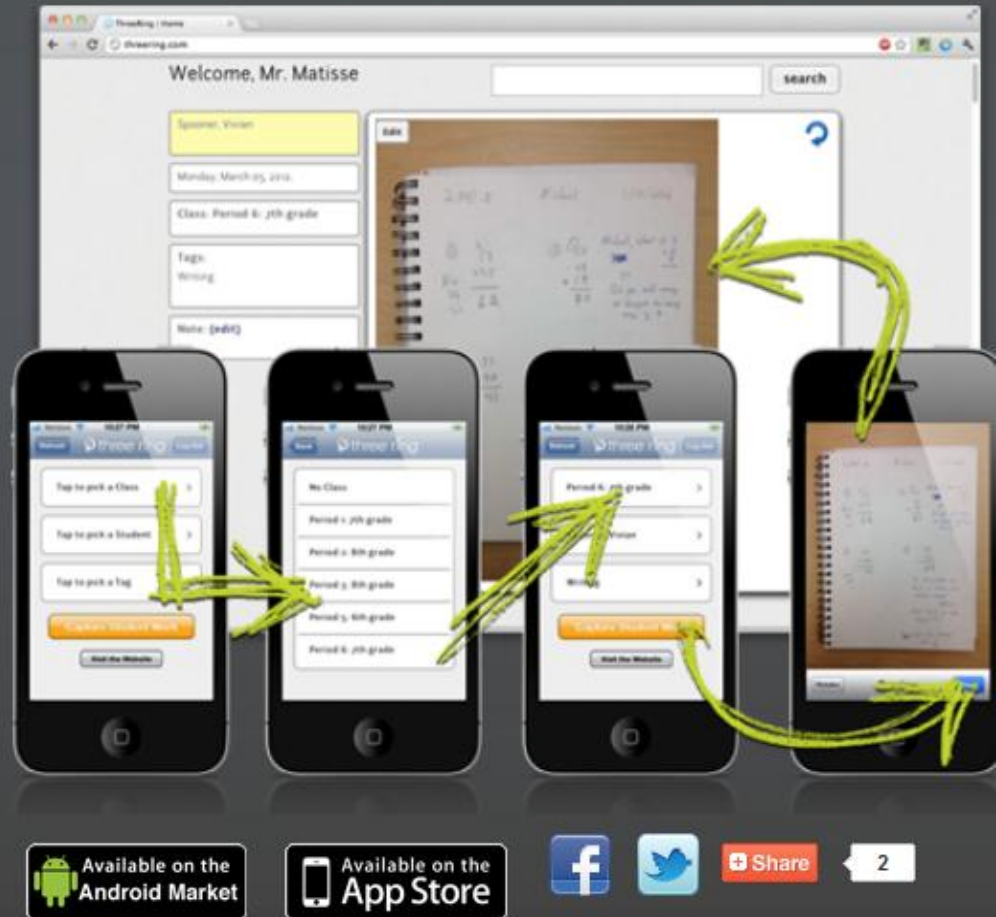
Unleash the power and the flexibility of digital tools, without sacrificing the important work your students do in non-digital formats.

Rescue student work from the bottom of backpacks, trashcans, and filing cabinets and have it at your fingertips. Easy, flexible, authentic—a simply wonderful tool for teaching and learning.

And best of all? It's **free** for teachers

Sign Up Now!

<http://www.threering.com/>



2

Discovered via <http://mashable.com/2012/04/24/three-ring/>

The mobile as creation and curation tool

Tumblr reflects growth of mobile self micro-publishing and social curating

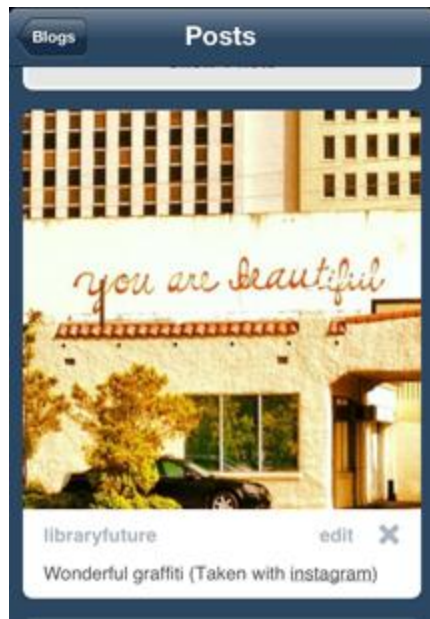
'Tumblr' overtaking 'blog' in Google searches

Tumblr boasts:

64 million posts/day.

57.5 million blogs.

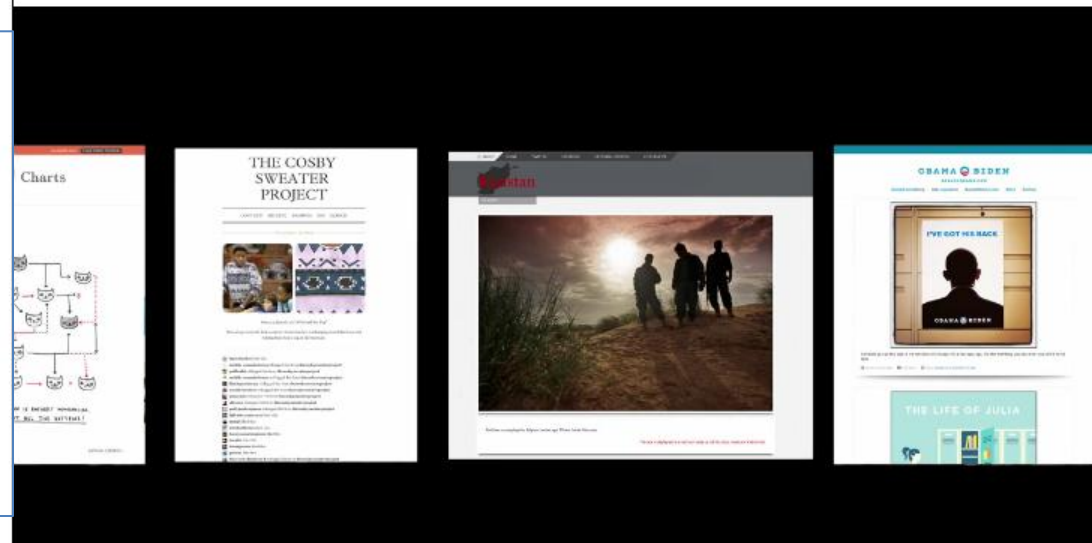
Serves content creators and curators.



STORYBOARD

Welcome to Storyboard

Curates
topic or
creator
specific
content
daily.



<http://storyboard.tumblr.com/about>

Square Register

Beyond mobile payments:

- Track inventory.
- Leverage loyalty programs .
- Analytics.



<https://squareup.com/register>

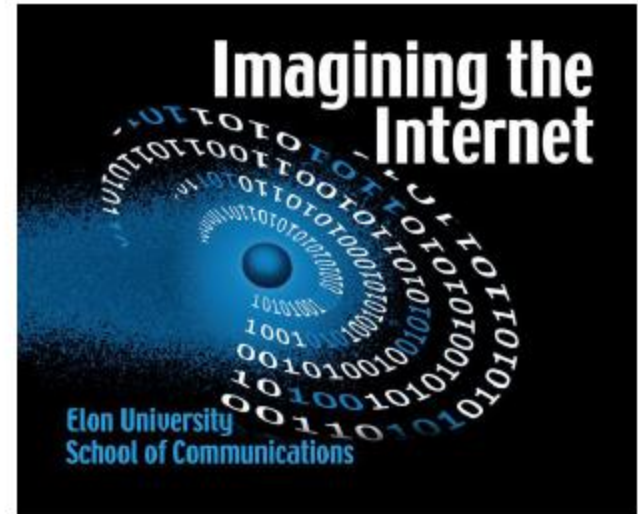
Evolution past mobile payments to free staff from register and into mobile as platform for service management.

Mobile payments as growing trend

PewResearchCenter



Pew Internet
Pew Internet & American Life Project



The future of money: Smartphone swiping in the mobile age

Tech experts believe that by 2020 many consumers will have embraced

http://pewinternet.org/~media//Files/Reports/2012/PIP_Future_of_Money.pdf



bit.ly Redesign & Mobile App

Provides more curation features for custom URLs and shortening on the go.



Ongoing transition towards data for mobile interaction

AT&T CEO Randall Stephenson - "I'll be surprised if, in the next 24 months, we don't see people in the market place with data-only plans," Stephenson said at a Sanford Bernstein investor conference in New York. "I just think that's inevitable."

— http://www.cbsnews.com/8301-505124_162-57445762/at-t-ceo-data-only-wireless-plans-coming-in-next-2-years/



Learn & Share

When you share your search you just might be helping others discover what they are looking for. It is a beautiful circle isn't it.

> TRY IT



Share Your Search



Discover New Interests



Start a Video Party



See how it works

Facebook is now the 3rd most populous country with 901 Million monthly active users

WSJ BLOGS



April 23, 2012, 4:20 PM

Facebook Passes the 900 Million Monthly Users Barrier

Article

Comments (3)

Email Print Like 156 Twitter + More Text

By Scott Austin

Facebook has passed the 900 million mark in terms of monthly active users. The company disclosed in an updated IPO filing that it now has **901 million** such users as of March 31.

<http://blogs.wsj.com/digits/2012/04/23/facebook-passes-the-900-million-monthly-users-barrier/>

Monthly Active Users
Worldwide
(in millions)



Facebook Sent 160 Million Visitors to Mobile Apps in March

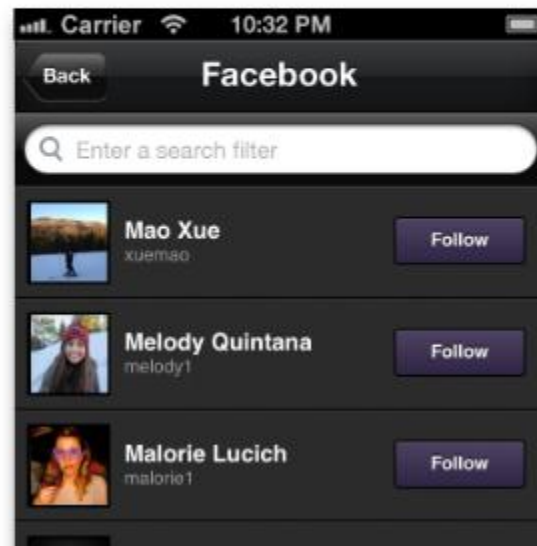
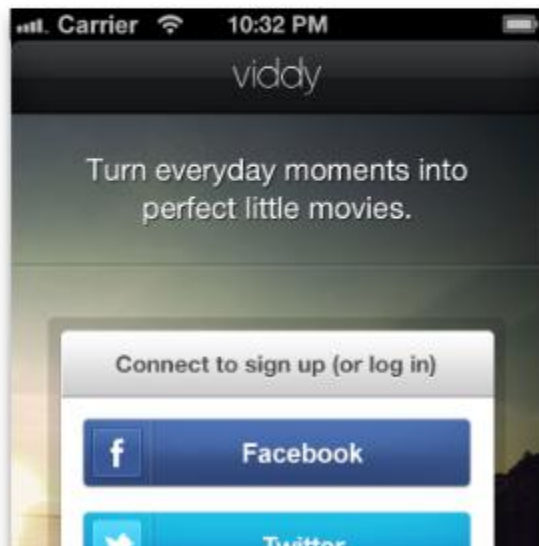
Up from 60 million in February These represent over 1 billion visits

“Seven of the top ten grossing iOS apps and six of the top ten grossing Android apps are integrated with Facebook.” -

<https://developers.facebook.com/blog/post/2012/05/01/growth-and-mobile-apps/>

Viddy:

Viddy's iOS app gives people a simple way to capture, beautify, and share videos with their iPhone. Since integrating with Facebook and launching their Open Graph actions, Viddy's community has grown to over 16 million registered users.





Sort



Status



Photo



Check In

Trending Videos



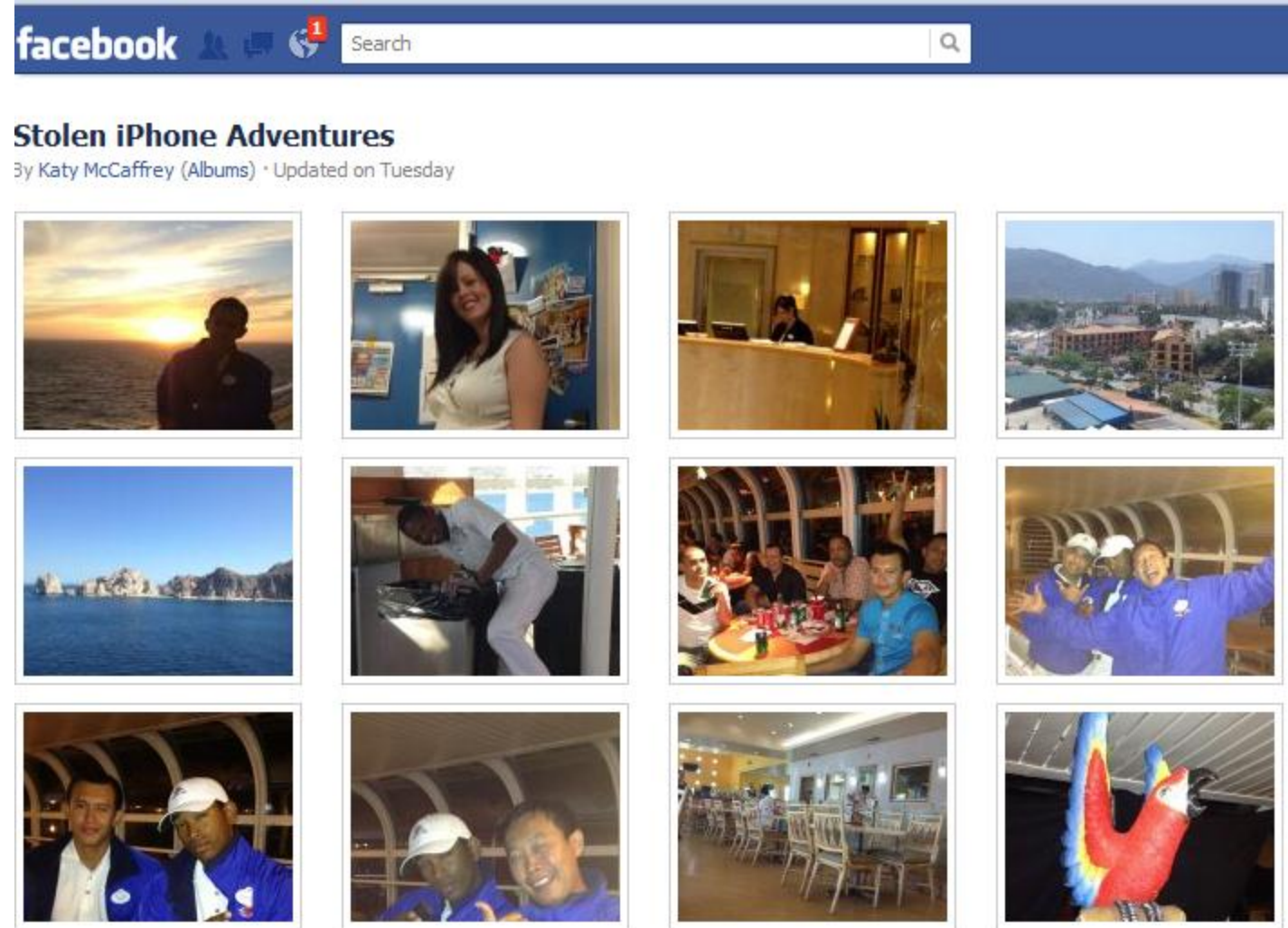
**NBA Basketball: TBA at
Miami Heat**



IntoNow



Best way to understand photo syncing with iCloud



Pictures taken by iPhone thief continue to be uploaded via iCloud

<http://www.facebook.com/media/set/?set=a.4102695045342.2181863.1221948597&type=3>

http://www.huffingtonpost.com/2012/05/23/disney-cruise-iphone-thief-uploads-photos-to-photo-stream-facebook_n_1539353.html#s219615&title=Markedly_Bad_Disguise

Google Drive – Cloud Storage



<https://drive.google.com>

Staying fresh by staying current



- Apple my update iCloud to include social sharing of files (pictures, videos and more) and not just storage.
- Twitter announced on its blog, “Discover better stories,” a bit of Twitter news of obvious interest to info pros. The new Discovery Tab prioritizes social connections in a more personalized display.



Self publishing app mashes up w/ Google Drive

Publish Buy Services My Lulu Connect

Collaborate with Google Drive.

Publish your Google Drive documents directly to Lulu with one-click.

works with Google Drive



What Is Google Drive?

Google Drive is a cloud storage and collaboration service from Google that allows people to create, edit, and share files with one another. Drive also allows people to store their files online and access them from any device: in desktop folders on Mac or PC computers, in mobile apps on Android or iOS devices, or from any web browser by visiting drive.google.com. Its a simple way for people to open files from Drive, make changes or edits in the application, and then save the updated file in Drive.

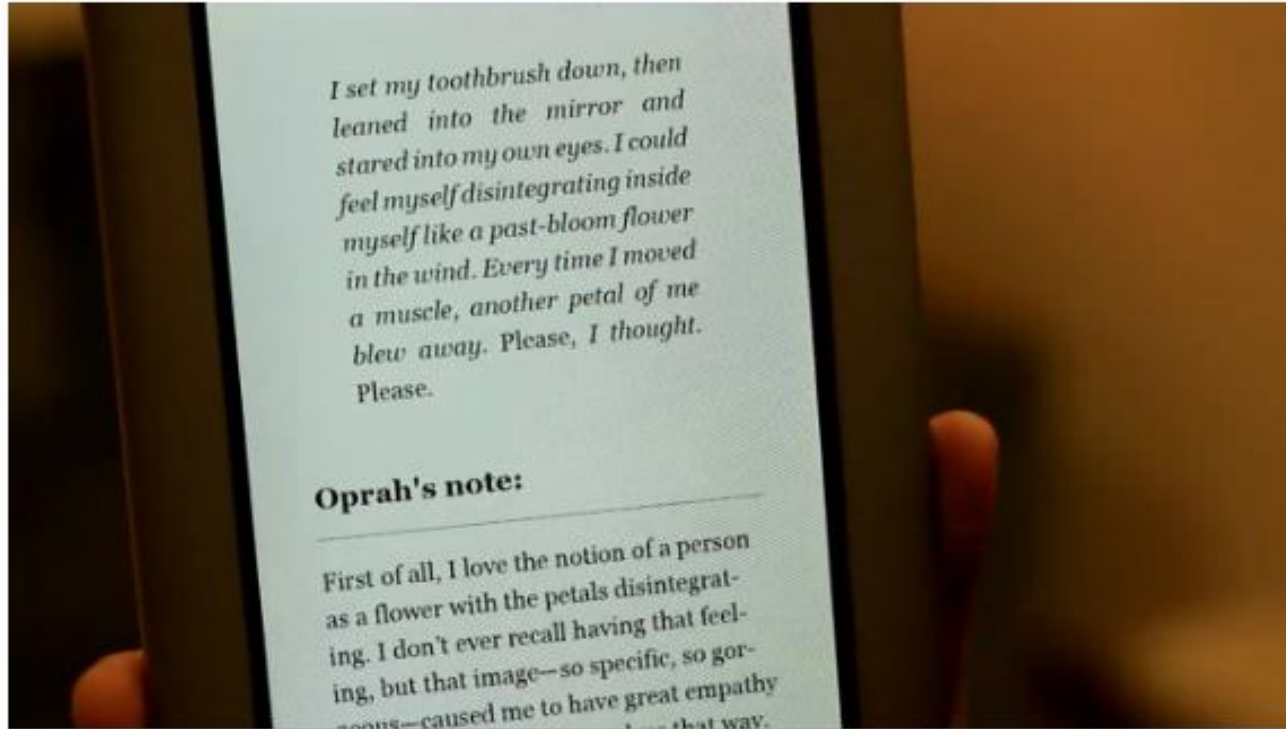
<http://www.lulu.com/drive>

Collaborate on a piece of work in Google Drive and publish with Lulu

“Lulu is also working on expanding its content creation and distribution options for the app, with plans to add the ability to create print books directly from Google Drive, as well as sell titles created on Google Drive through other outlets such as Amazon.com, iBookstore, and the Nook Bookstore.” - <http://mashable.com/2012/04/24/lulu-google-drive/>

Announced: Oprah's Book Club 2.0.

A new digital version of her book club



- Leverages eReader features.
- Author chats via Twitter.



02:05/03:00

Share



Video size



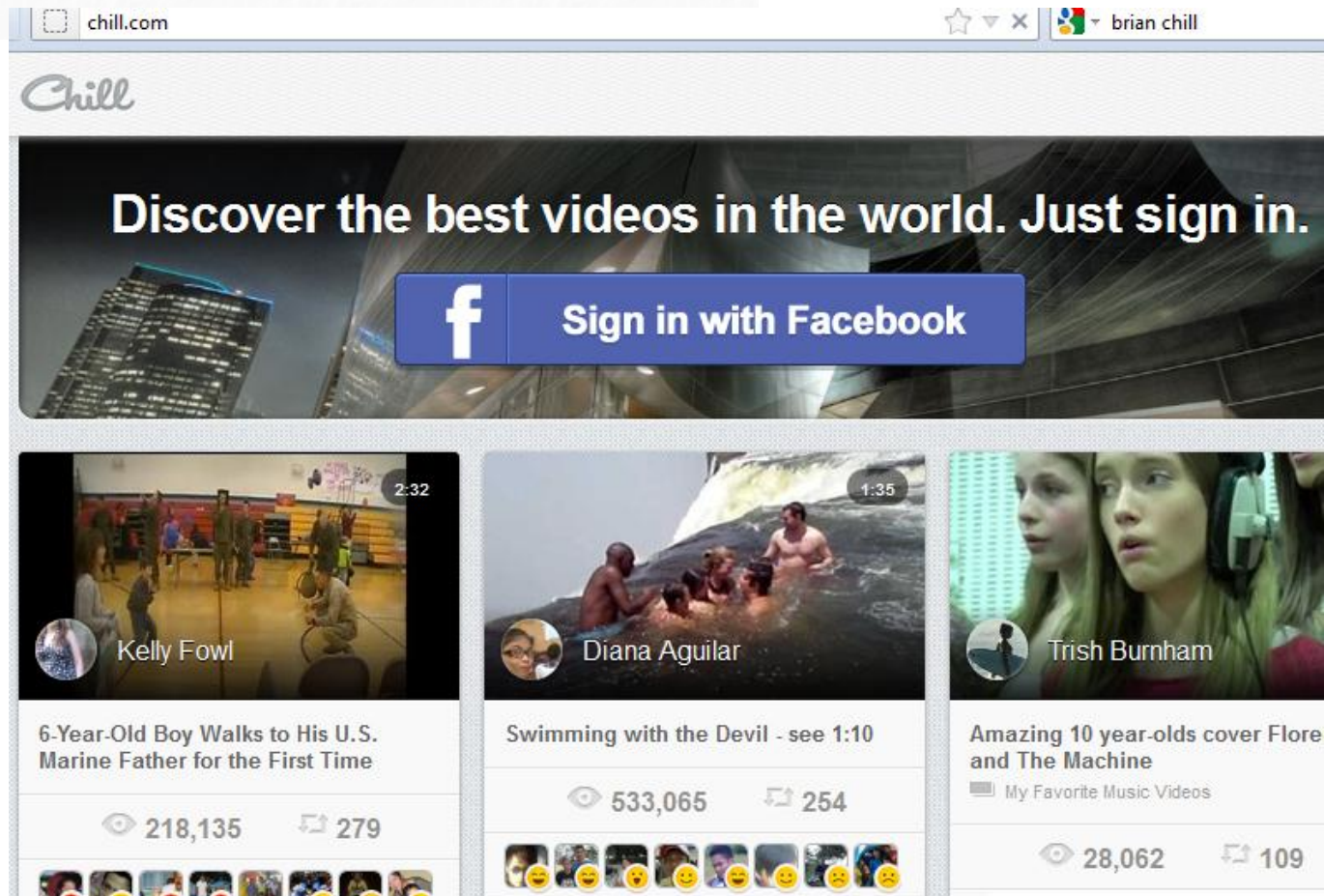
It's the true story so fantastic Oprah launched a brand new, interactive book club to share the experience with readers everywhere! Watch to find out why Oprah says Cheryl Strayed's *Wild* is truly a wild ride, and learn more about how to participate in Oprah's Book Club 2.0 on your favorite e-reader.

<http://www.oprah.com/oprahsbookclub/Oprah-Announces-Oprahs-Book-Club-20-Video>

What is Chill?

Chill is a community where the best video — whether it's YouTube, television or motion pictures — finds you through people you trust. The world is becoming networked and Chill is designed to make video sharing beautiful, simple and contextual.

<http://chill.com/faq#whatis>



“Social Emerging as Starting Distribution Point for Content”

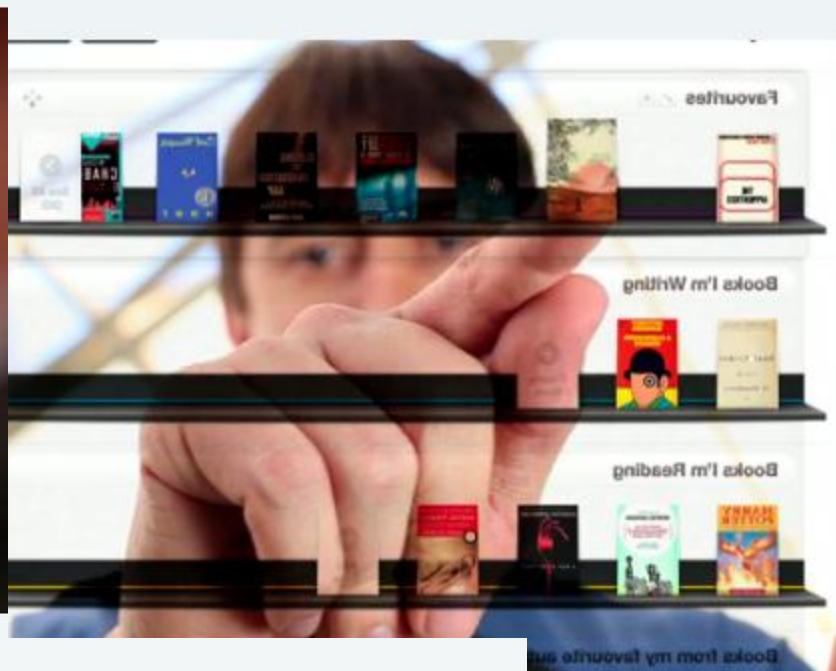
<http://www.scribd.com/doc/95259089/KPCB-Internet-Trends-2012>

Post consumption sharing is no longer the only social role for content.

Social, crowd publishing

Write, read and share!

The social network to find books, publish your own, create shelves and spread ideas.



Collaborate

Write to other authors, send your suggestions and be part of the history of books around the world.



Publish

Start writing online on Widbook and publish the chapters as you go, even if the book is not yet finished.



Follow

Read all available books and approach authors by sending comments and following the writing process page by page.

Listening



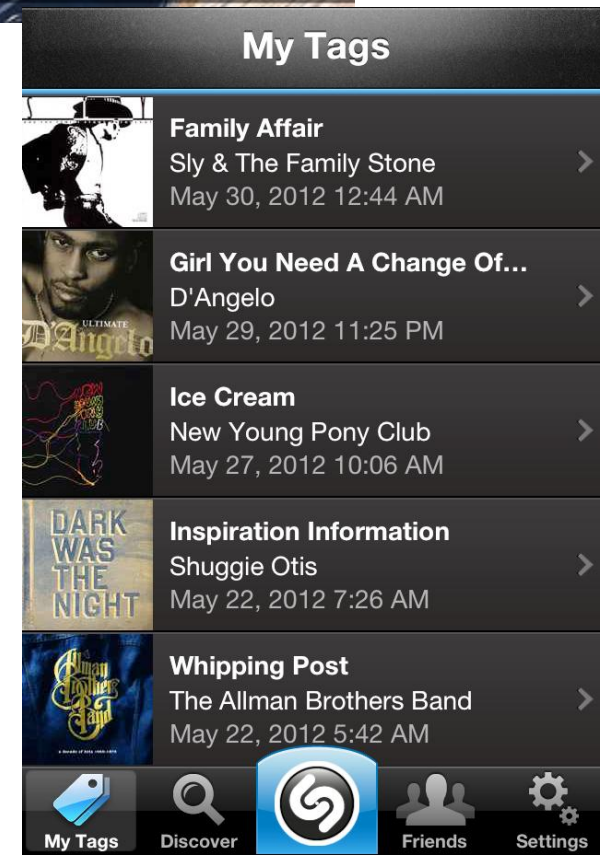
"Somebody That I Used to Know" is netting 1.5 million Shazam tags each week worldwide. A tag is when someone uses the mobile app to find out the name or artist of a song they hear.

<http://mashable.com/2012/06/01/shazam-summer-songs-tags/#8UVNT4wvIGY>

Crowd sourcing mobile behavior to predict consumer behavior



<http://thenextweb.com/media/2012/05/31/uk-music-discovery-app-shazam-leverages-its-data-to-predict-this-summer-music-hits/>



Tech behavior an indicator of larger impacts

From tagging songs to app access to service provision

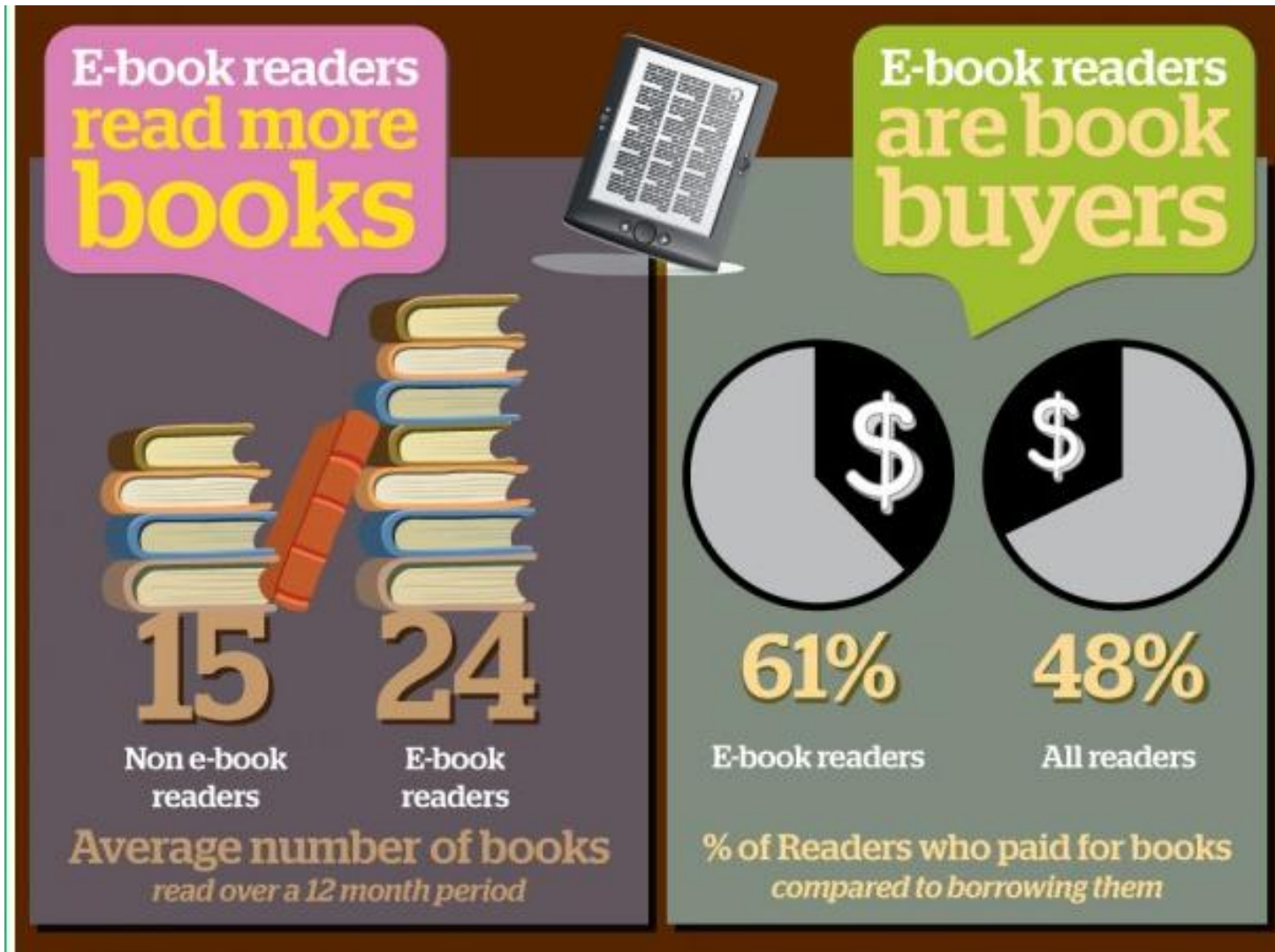
Shazam and freecreditscore.com Team Up to Provide People Instant Access to Their Credit Scores

New campaign helps people be savvier about their credit score

New York, NY – November 17, 2011 - Shazam®, the world's leading mobile discovery company, today announced that it has teamed up with freecreditscore.com™, part of the Experian® family of brands, to make freecreditscore.com television ads Shazamable. This campaign allows viewers who tag songs from freecreditscore.com commercials to instantly track their credit score.

Running through the end of 2011, people can download the freecreditscore.com App after being prompted to "Shazam for More." Once viewers have used Shazam to tag the freecreditscore.com commercial, they will be prompted to a convenient link where they can download the freecreditscore.com App. They will also have access to exclusive ringtones and wallpaper of The freecreditscore.com Band. After downloading the freecreditscore.com App and registering, people can easily track their credit score, wherever they are.

eBook readers read and buy more books



<http://infographiclabs.com/news/e-reading-trends/>

<http://www.freelancewritinggigs.com/2012/05/look-ereading-trends/>

Crowd funded and sourced books



Users have input into what books are selected for publication

FlipBoard

A social magazine-like app which aggregates web content from including from social media and online content sources, with a visual touch-interactive magazine display.



For iPad – specific content titles

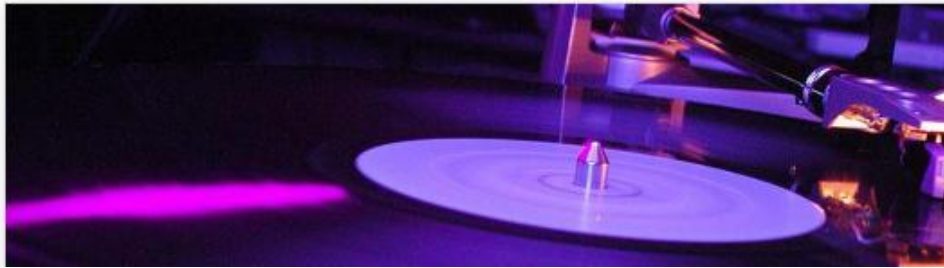
Flipboard's Nature is to harness to human interest in visual engagement, social discovery, and self curation.

For iPhone. Social and content streams

Flipboard Expands w/ Audio partnerships

What's That Sound? Flipboard Launches SoundCloud, NPR, PRI and New Accessibility Features

Posted on May 16, 2012 by insideflipboard



'Hear a Different Voice' on Flipboard with PRI

Posted on May 16, 2012 by insideflipboard



(Coming soon to Android devices)

<http://inside.flipboard.com/>

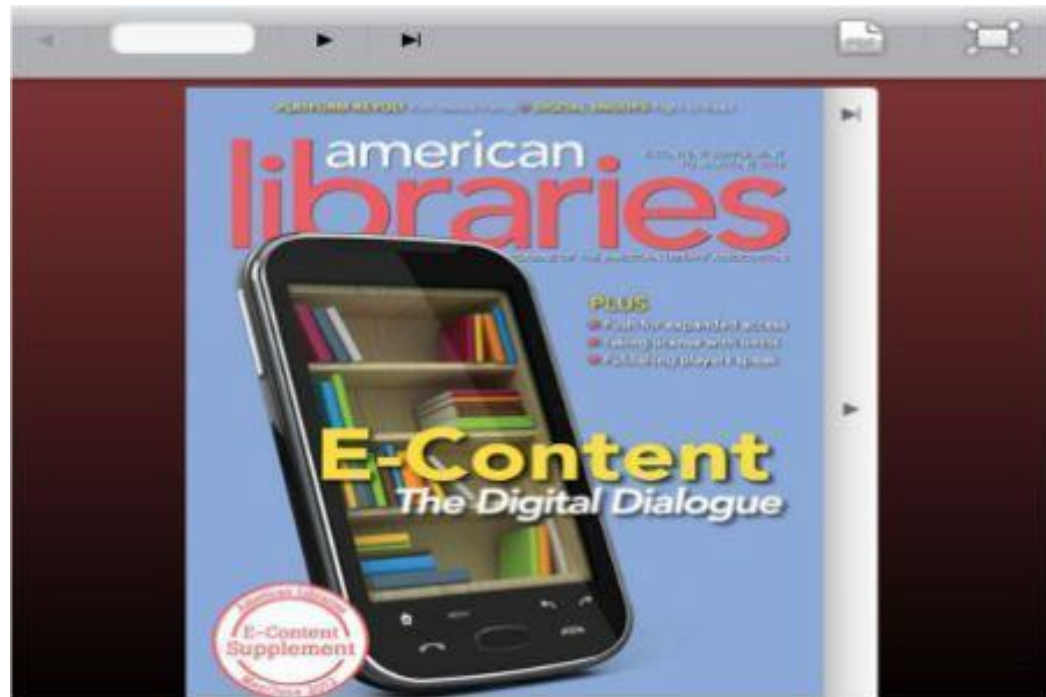
No longer just for text, ... and image, ... and video content.

“Publishers, distributors and libraries must accept that new models of lending will not look like the old print model”

(Robert C. Maier, director of the Massachusetts Board of Library Commissioners)

<http://www.ala.org/news/pr?id=10543>

“We are not just trying to solve a library lending problem” (Carrie Russell, director of the ALA Program on Public Access to Information)



Full report, “E-content: The Digital Dialogue” (<http://viewer.zmags.com/publication/f8ac9caa#/f8ac9caa/1>) as an *American Libraries* magazine supplement



Amazon Claims 54.4% of the Android Tablet Market:

“Kindle Fire taking over Android side of tablet market, report says.” Amazon may be winning because the focus on the tablet for content consumption.

U.S. Market Share of Android Tablets by Unique Devices Dec-2011, Jan-2012, Feb-2012 Total U.S. Source: comScore Device Essentials*			
	% Share of Android Tablets		
	Dec-11	Jan-12	Feb-12
Amazon Kindle Fire	29.4%	41.8%	54.4%
Samsung Galaxy Tab Family	23.8%	19.1%	15.4%
Motorola Xoom	11.8%	9.0%	7.0%
Asus Transformer	6.4%	6.2%	6.3%
Toshiba AT100	7.1%	7.0%	5.7%
Acer Picasso	6.0%	5.2%	4.3%
Acer Iconia	2.8%	2.6%	2.1%
Dell Streak	2.2%	1.7%	1.3%
Lenovo IdeaPad Tablet K1	0.7%	0.9%	1.2%
Sony Tablet S	0.9%	0.8%	0.7%
Other	8.9%	5.6%	1.6%

“10" Tablets Have 39 Percent Higher Content Consumption Rate than 7" Tablets”

Comscore press release

http://www.comscore.com/Press_Events/Press_Releases/2012/4/Kindle_Fire_Captures_More_than_Half_of_Android_Tablet_Market

Nook & Kindle Likely to get Lit Screens



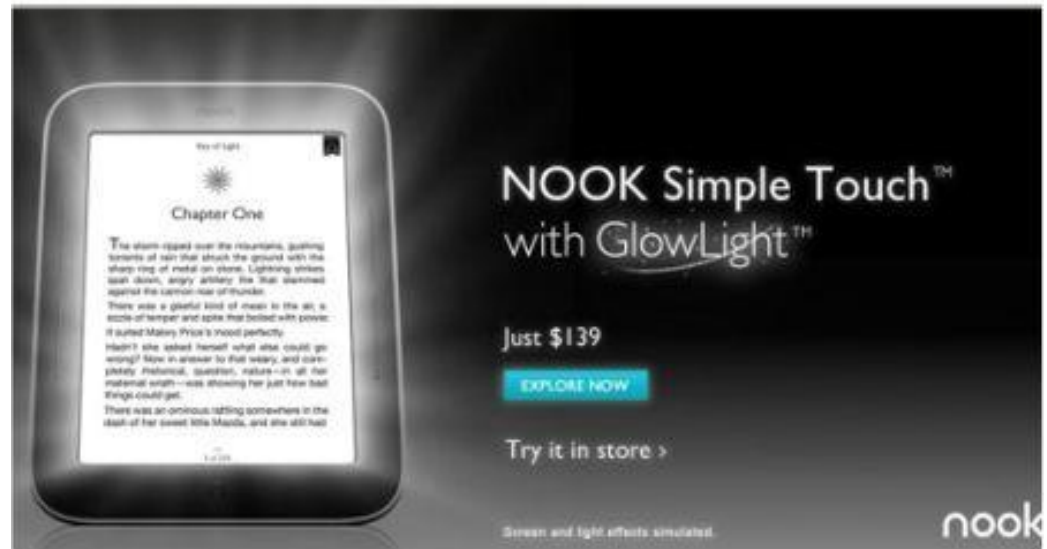
REUTERS

By Nivedita Bhattacharjee

(Reuters) - Amazon.com Inc will launch new versions of its Kindle e-reader and tablet, including a monochrome e-reader with front lighting, a source who has seen the prototype told Reuters.

http://www.huffingtonpost.com/2012/05/14/new-amazon-kindle_n_1515650.html?ref=technology

Nook Simple
Touch adds
GlowLight
to read in the dark



<http://www.barnesandnoble.com/>

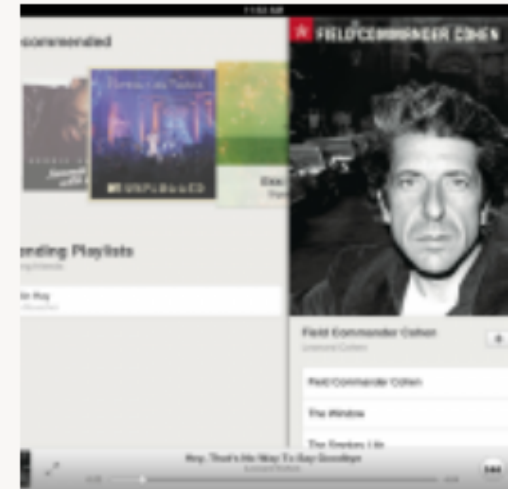
Catching up with the iPad in freeing readers from reliance on the light

Spotify App for iPad Arrives, and It's Beautiful:

New visual layout that maximizes the tablet screen and includes improved

searching and much more. <http://itunes.apple.com/app/spotify/id324684580?mt=8> This is a great example of pay for more access model: premium subscribers alone have access to mobile versions of the streaming service.

Spotify



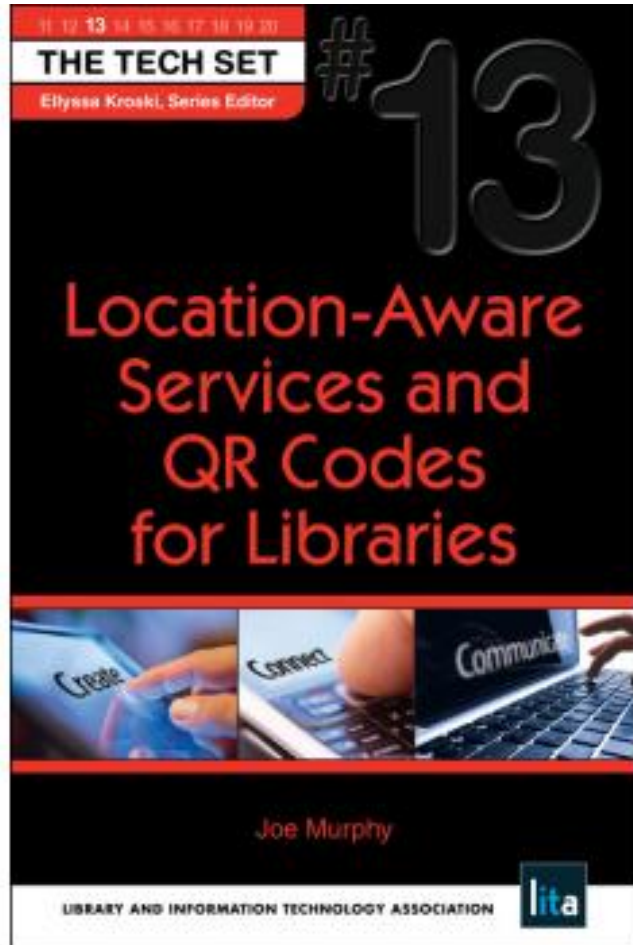
Location-Aware Services and QR Codes for Libraries

By Joe Murphy

THE TECH SET® 2012

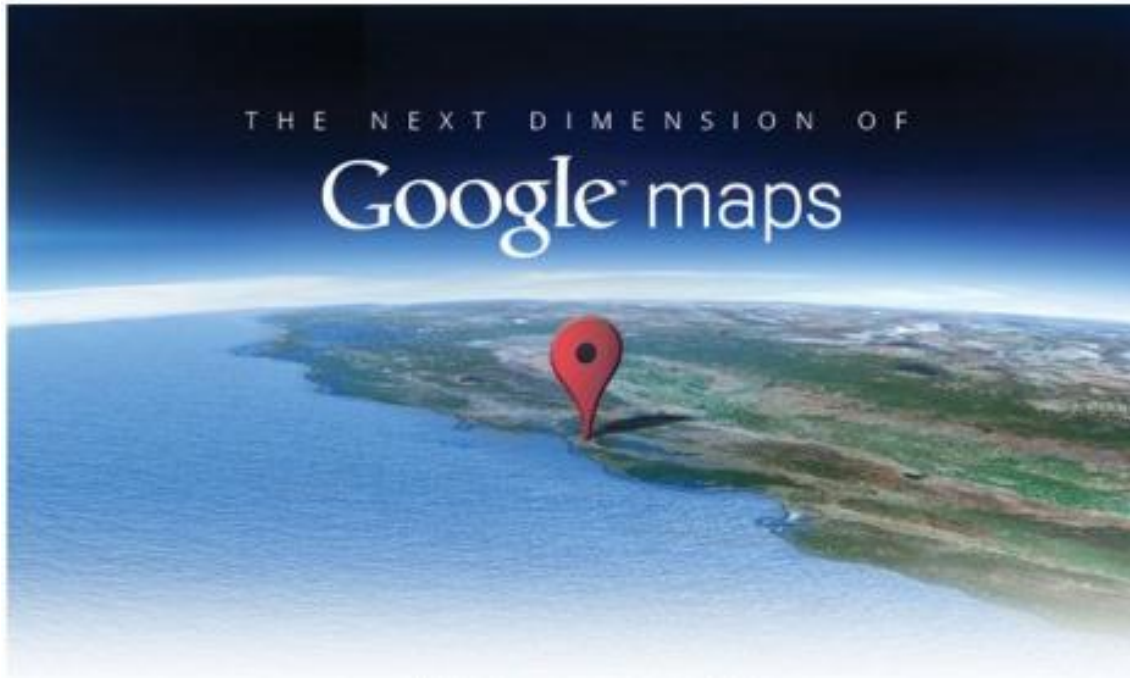
Series Edited by Ellyssa Kroski

Practical guide to today's hot technologies written to help you enhance the library-user connection



www.neal-schuman.com/qr

"the next dimension of Google Maps"



3D? (most likely)
Enhanced indoor tours?

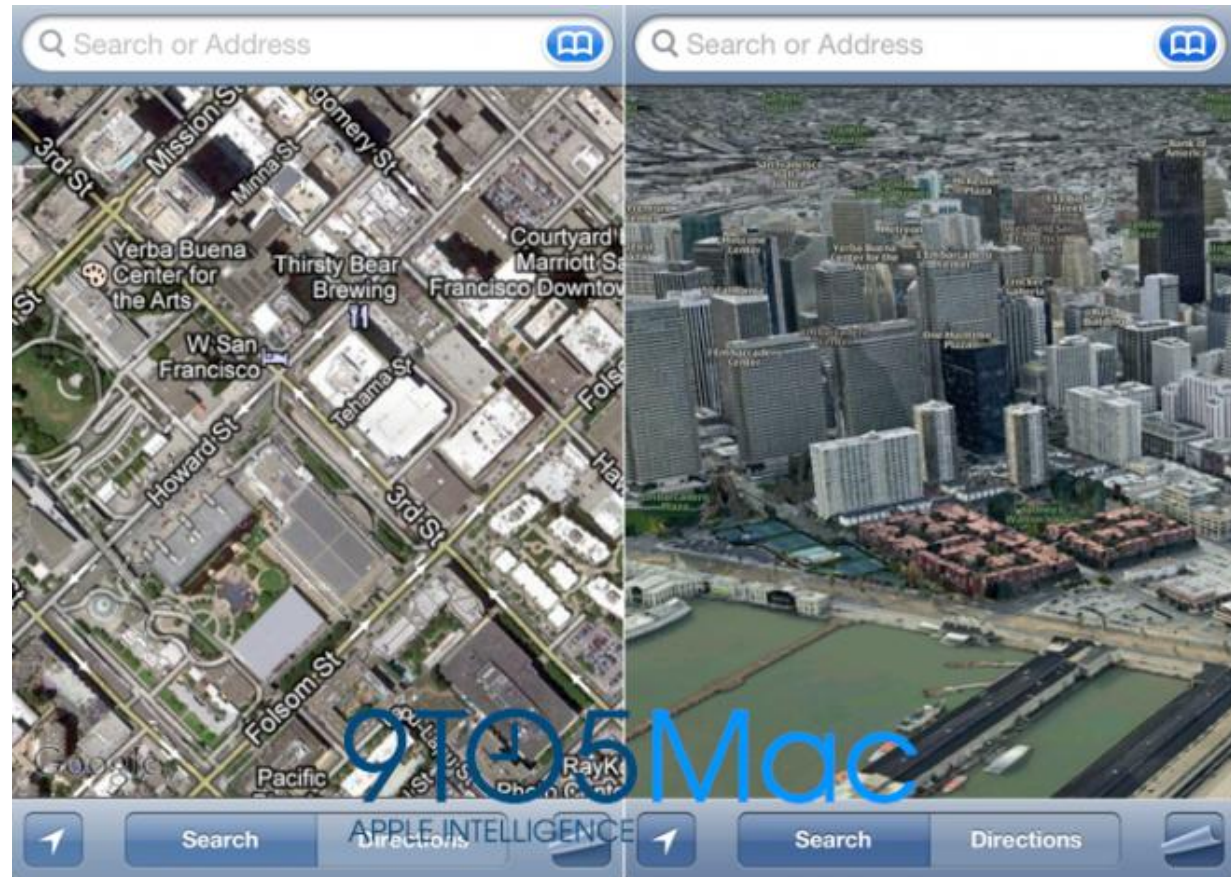
[From invite to Google event]

<http://thenextweb.com/google/2012/06/01/google-to-head-apple-off-at-the-pass-by-holding-3d-maps-event-june-6th-just-before-wwdc/>

Of interest because tech changes impact service approaches.
Changes to Google Maps means revisions to how we are visible and discoverable to localized users .

Apple likely to announce dropping Google Maps for its devices in favor of an improved Apple made map feature.

Will likely impact local data about your library: possibly changing how it is displayed as well as location sensitive discovery opportunities.



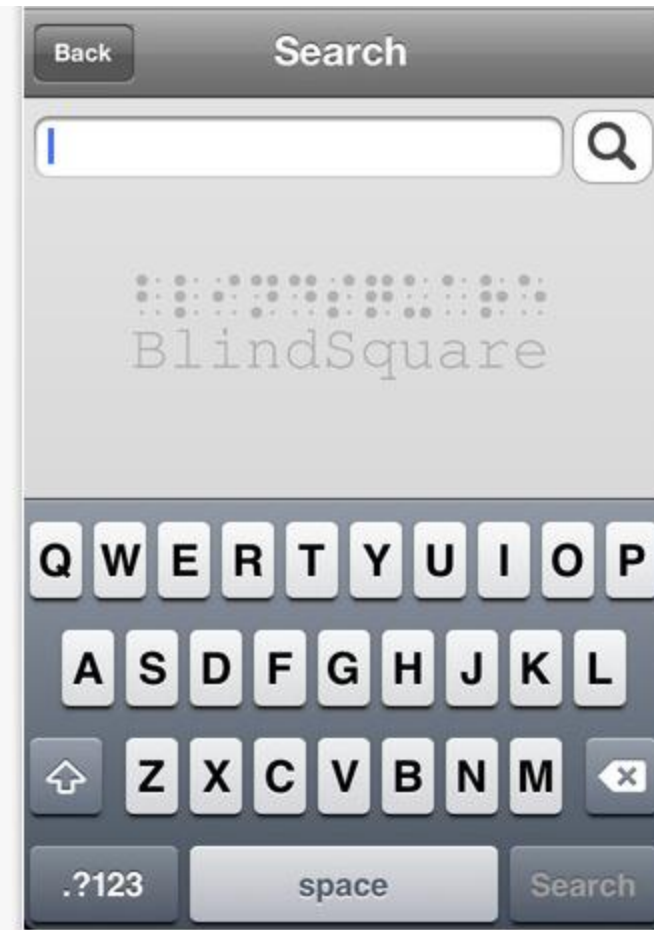
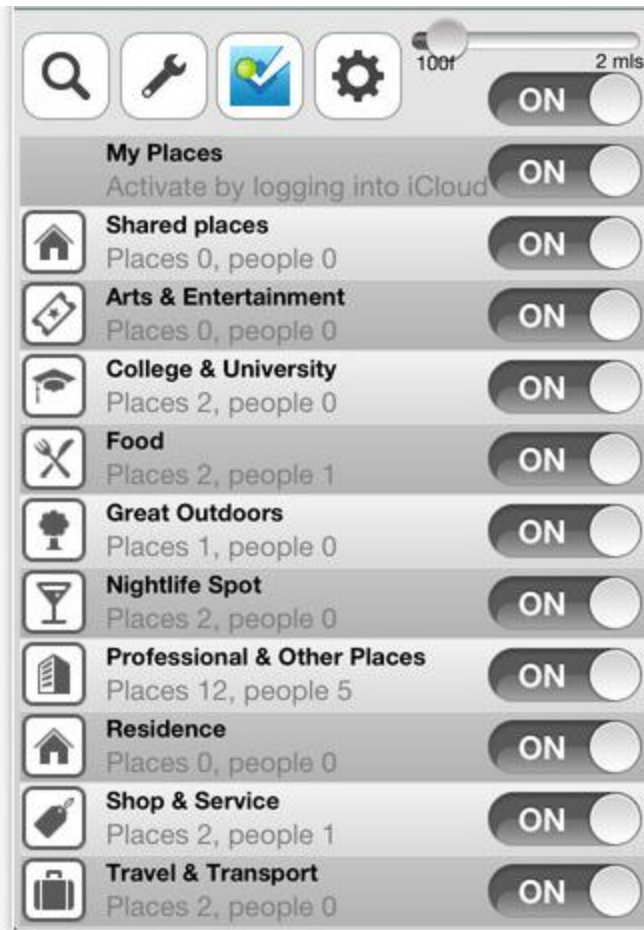
<http://9to5mac.com/2012/05/11/ios-6-apple-drops-google-maps-debuts-in-house-maps-with-incredible-3d-mode/>

Tech changes impact service opportunities

App Uses Foursquare Data and Voice Technology to Assist Blind People

Pulls relevant information from Foursquare for your location.
It reads aloud street names, directions, what is ear by, street crossings, etc.
Draws a virtual map with sound.

Importance:
Makes use of
crowd sourced
location based
data from
Foursquare.



Foursquare celebrates '4sqDay' with 20 million users, two billion check-ins since launch

By Ross Miller on April 16, 2012 12:35 pm

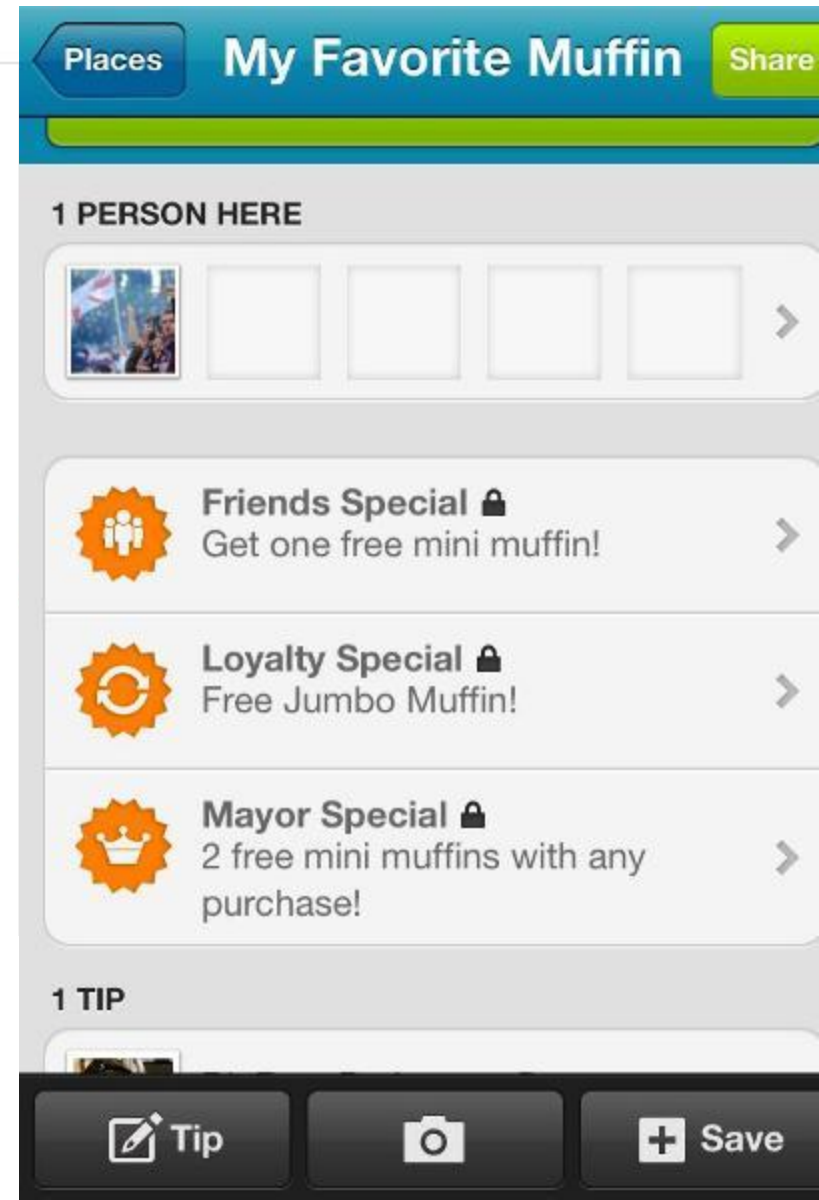


17

Like

Mathematically-speaking, four squared is 16, so 4/16 — as in, April 16th, which is today — has been Foursquare's official "4sqDay" for the past few years. This year, CEO Dennis Crowley and his team decided to do a video in honor of the occasion, which provided a platform for boasting about a few nicely rounded numbers: 35 million places, two billion

<http://www.theverge.com/2012/4/16/2952298/Foursquare-4sqday-2-billion-checkins>

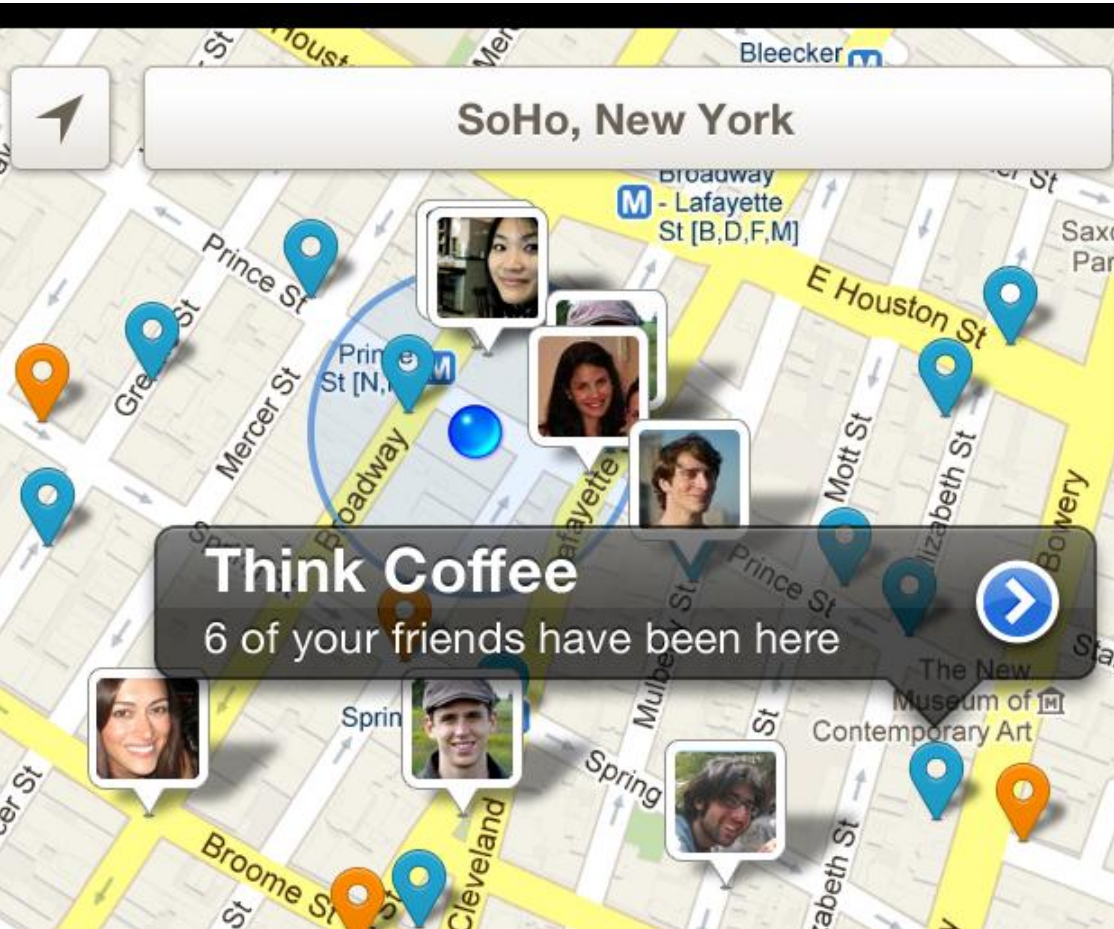


Foursquare refocuses on discovery.

App updates coming

Item promotions for purchase by business.

This may change the game for non-profit service centers.



“We’ll essentially be offering promoted placement of specials within our redesigned app, targeted using the same technology that powers Explore, and some other premium features,” Foursquare spokesperson in interview with Mashable <http://mashable.com/2012/06/03/foursquare-app-redesign/>

<http://cl.ly/2w0Q0M3G422G2l0j1v3i>



Dotty Brawley via Andrea Sipe

Repinned 2 weeks ago

Repin

Like

From harvestheart.tumblr.com



Re-Imagination of Scrapbooking / Aspiration...

THEN...

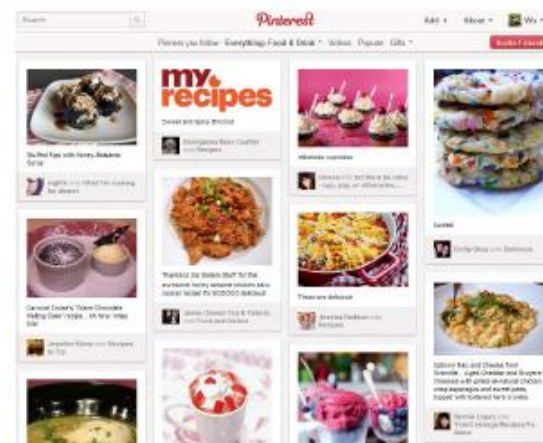
Paper / Scissors / Glue



NOW...

(Pinterest)

One-Click to Pin / Share /
Follow / Always Accessible



KPCB

Beginning

Reprinted from Words by Andrea Sipe



Originally pinned by Walter Wanger onto Words.

<http://www.scribd.com/doc/95259089/KPCB-Internet-Trends-2012>

Pinterest Drives More Referral Traffic Than Google Plus, YouTube and LinkedIn Combined

by Janet Aronica at 8am, January 31st, 2012

<http://blog.shareaholic.com/2012/01/pinterest-referral-traffic/>

aggregated data from more than 200,000 publishers that reach more than 200 million unique monthly visitors each month, [Pinterest](#) drives more referral traffic than Google Plus, LinkedIn and YouTube combined.

January 2012 Referral Traffic Report

Referral Source	Percentage of Total Referral Traffic From December	Percentage of Total Referral Traffic From January
Facebook	25.6%	26.4%
StumbleUpon	6.5%	5.07%
Google	3.69%	3.62%
Twitter	3.62%	3.61%
Pinterest	2.5%	3.6%
Youtube	0.98%	1.05%
Reddit	1.13%	0.83%
Google Plus	0.24%	0.22%
LinkedIn	0.18%	0.20%
MySpace	0.01%	0.01%

Presented by:

shareaholic

Why Pinterest

- Pinterest reflects the major trends of
 - self curation of online content
 - image engagement/sharing/visual and social search and discovery
- Pinterest's growth impacts online sharing
- Good for targeting specific users with specific content



woahh

1 like 1 repin



Beverley Hayes via Audrey Miller onto Cute stuff!

Pinterest for Academic Libraries

- The three main areas of utilizing Pinterest in academic libraries are:
 - Facilitate collaboration
 - Assist self curation
 - Create visual resource guides



Cardboard People

1 like 1 repin



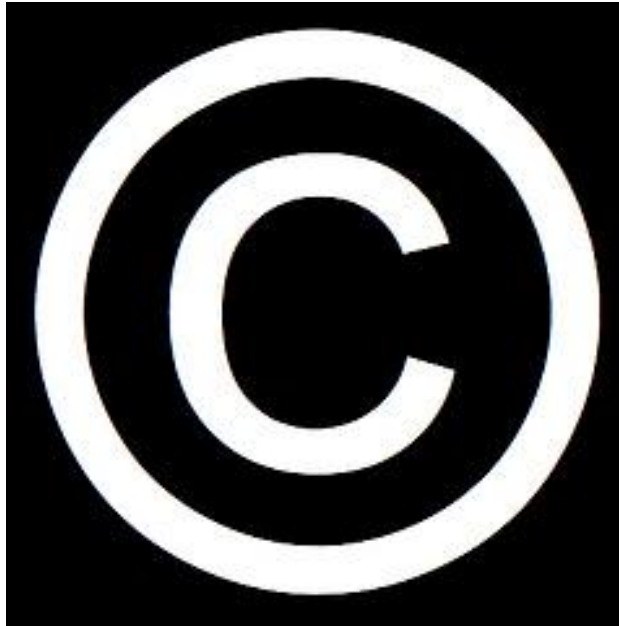
Kris Klein via NoZephyr onto
Makes me smile

Originally from **stuff** by

Indy Selvarajah

Ethics of Pinterest

- Concerns
- Considerations
- Worries
- Solutions



<http://www.flickr.com/photos/mikeblogs/3020135683/>

- How does Copyright come into play with Pinterest?
- What can libraries Pin
- How to protect intellectual property on Pinterest

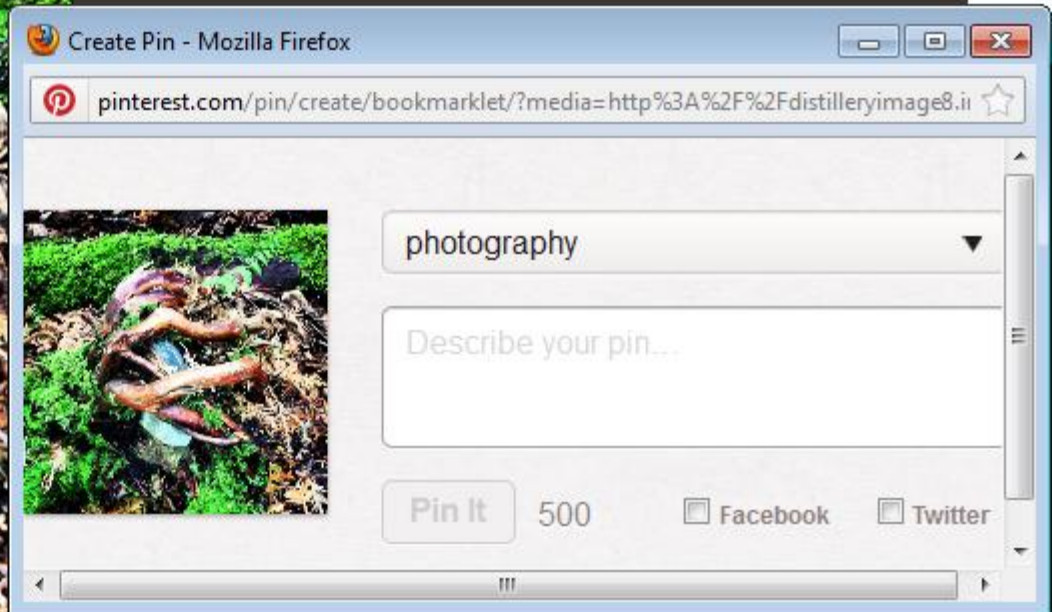
Pin From your Social Media Content

 Photos by joemurphy_libraryfuture on Instagram

Joe Murphy • 593 followers • [photo feed](#)



Roots, fingers clasping



Pinterest Newsletter Moves from Self Curation to Curating for you based on your activity



Hi, Joe!



Last Week...

15 new people started following you!



See all of your followers on your profile page.



Here at Pinterest...

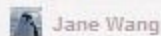
The best video we watched this week - and definitely the most epic proposal we've ever seen - has to be Isaac's "Live Lip-Dub" for his girlfriend Amy.

Popular Boards

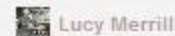
architecture / interior
design Selection



ANIM ...




Places



Pinterest Analytics Dashboard

Track Pin performance and schedule Pins

Previous campaigns



"This makes me smile!" ?

Pinned yesterday at 1:17 pm EST onto *my-garden*
Linked to www.firebox.com

0

0

0


56

Clicks

Likes

Repins

Reach



"Adore this photo album, it might actually inspire me to make some prints." ?

Pinned yesterday at 1:09 pm EST onto *robots*
Linked to www.notonthehighstreet.com

0

0

0


56

Clicks

Likes

Repins

Reach



"Build your own camera - very cool!" ?

Pinned yesterday at 1:06 pm EST onto *sweet-tech*
Linked to photopin.com

2

0

3

56

Clicks

Likes

Repins

Reach

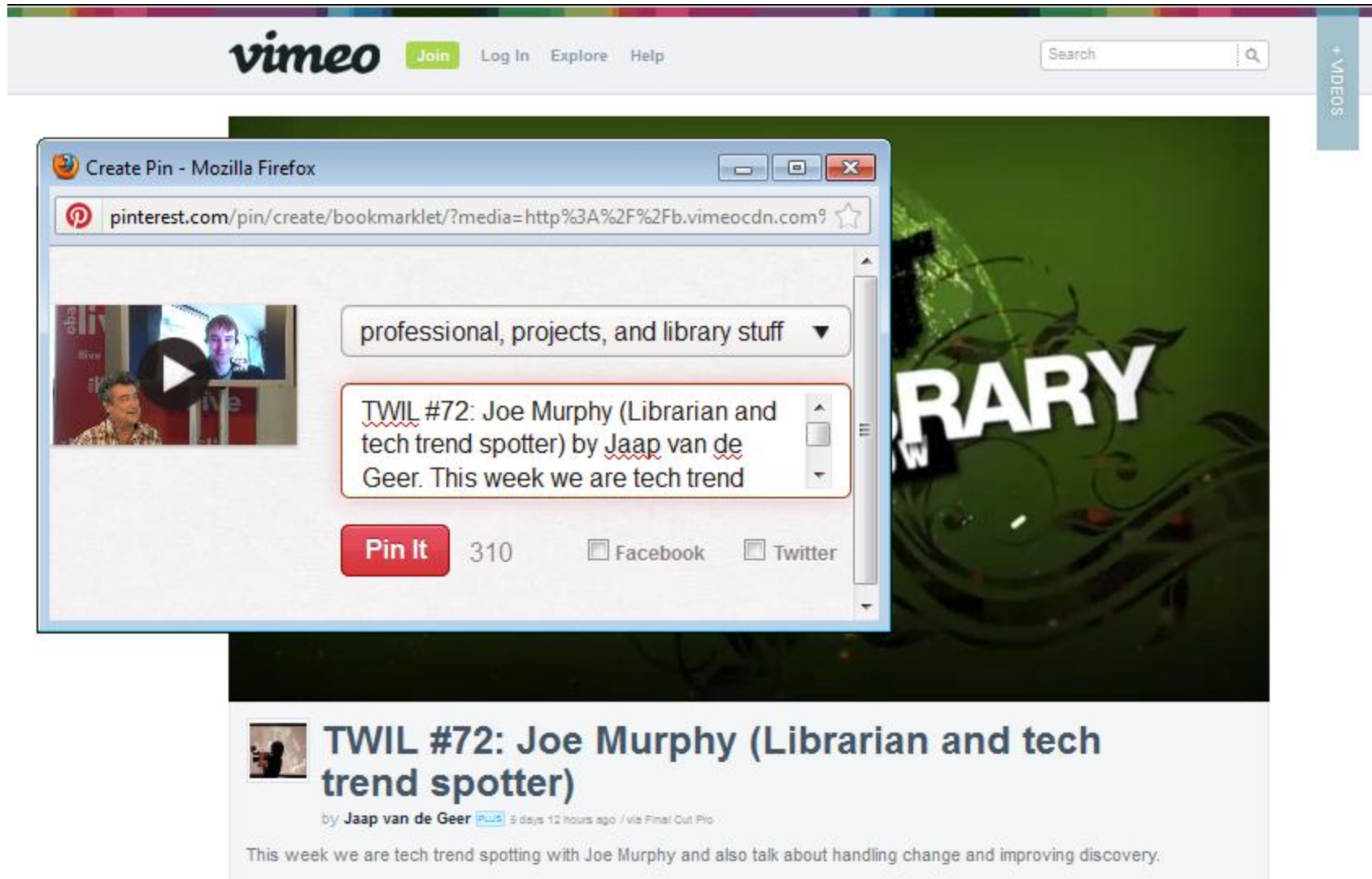
<http://mashable.com/2012/04/04/pinerly-pinterest-analytics-dashboard/#5706713-Coming-Soon>



Created by Pinerly

<http://pandodaily.com/2012/05/28/meet-pinerly-the-buddy-media-of-pinterest/>

Easy to Pin Videos from YouTube & Vimeo



The image shows a Vimeo video player interface. The Vimeo logo is in the top left, with links for 'Join', 'Log In', 'Explore', and 'Help'. A search bar is in the top right. A vertical sidebar on the right says '+ VIDEOS'. A Mozilla Firefox window titled 'Create Pin - Mozilla Firefox' is overlaid on the video. The window's address bar shows a Pinterest URL: pinterest.com/pin/create/bookmarklet/?media=http%3A%2F%2Fvimeo.com/123456789. The window displays a video thumbnail with a play button. To the right of the thumbnail is a text box containing the text: 'professional, projects, and library stuff'. Below this is a description: 'TWIL #72: Joe Murphy (Librarian and tech trend spotter) by Jaap van de Geer. This week we are tech trend'. At the bottom of the window are a 'Pin It' button, a count of '310', and checkboxes for 'Facebook' and 'Twitter'. The background video shows a man speaking, with the word 'LIBRARY' visible in large white letters.

LIBRARY

TWIL #72: Joe Murphy (Librarian and tech trend spotter)

by [Jaap van de Geer](#) [Plus](#) 5 days 12 hours ago / via Final Cut Pro

This week we are tech trend spotting with Joe Murphy and also talk about handling change and improving discovery.

Flickr add Share to Pinterest feature

To protect proper attribution, not just for convenience.

Also helps flickr stay relevant



This could be a good way to streamline your Flickr and Pinterest projects

Pinterest for targeting an audience

Add + About ▾ Joe ▾

professional, projects, and library stuff Like 1

Joe Murphy [Edit Board](#) 859 followers, 34 pins

Joe Murphy

Keynote, "Leaving Our Comfort Zones Behind: Libraries Meet Tech Trends" from the Colorado Academic Library Association CoALA summit by Joe Murphy

1 like

joemurphylibraryfuture.com

The new TECH SET® books are out! 10 guides to today's best library technologies
3 likes 5 repins
americanlibrariesmagazine.org

3D PRINTING @ THE LIBRARY

Lauren Britton & Joe Murphy

3D Printing @ the Library, webinar with Lauren Britton & Joe Murphy.
2 likes 1 comment 3 repins

learningtimesevents.org

Joe Murphy With @laurenm Britton

Set Board Cover

Webcast slides - "Info Impacts of Tech Trends" part of the Virtual Lunch series from the Rocky Mountain chapter of SLA

1 repin

joemurphylibraryfuture.com

your eCards

Inviting to collaborative Pinboards

20 Boards 281 Pins 546 Likes Activity Edit Profile + 886 Followers 1207 Following

breakthrough, paradigm... 2 pins

What Are You Reading? 192 pins

Summer Reading, Movies... 9 pins

ALIA Discovery invited you to this board

Accept No Thanks

Somers Library invited you to this board

Accept No Thanks

SAU Library invited you to this board

Accept No Thanks

Pow pics: images i don't ... 28 pins

where i've been 42 pins

professional, projects, an... 34 pins

photography 21 pins

Scroll to Top

Pinterest and Academia

ACRL Association of College & Research Libraries
A DIVISION OF THE AMERICAN LIBRARY ASSOCIATION

ANT NO PART
LIKE A LIBRA



libraries

Curated by



Bucks County Public Libraries Chooses Sunesys for Managed WAN

Sunesys announces construction to connect 11 libraries in the Bucks County Public Libraries system with a managed wide area network (WAN). Sunesys recently began construction to connect 11 libraries in the Bucks County Public Libraries system with a one ...

via YAHOO! · 5 days ago



Religion Update Spring 2012: Libraries Offer Publishers a Fertile Field for Sales

Religion publishers are finding a deep and ready market thanks to public libraries that stock their shelves with everything from inspirational fiction to Judaica, numerology to Christian living. The Library Bill of Rights states: "Books



Too erotic to stock: Libraries in some states won't offer best-selling 'Fifty Shades of Grey'



Kennedy, Library Officials Announce State Grants for Buffalo and Erie County Libraries

Buffalo (WKBW release) -- State Senator Timothy M. Kennedy, a member of the Senate Committee on Libraries, announced a

PostWire combines elements of Flipboard, Pinterest, & cloud sharing

“collect and share videos, photos, web links and documents on a private page you create for each client”



Postwire

Postwire is a dead simple way to collect and share videos, photos, web links and documents on a private page you create for each client in a minute.

<http://www.visiblegains.com/about>

To “connect with their clients in a more visual, interactive way”

Libraries might use to create multifaceted landing pages for user-specific resources

tmradniecki



tmradniecki

5d



♥ joemurphy_libraryfuture, alisonwrote, nathumusmaximus

● tmradniecki Be colorful.



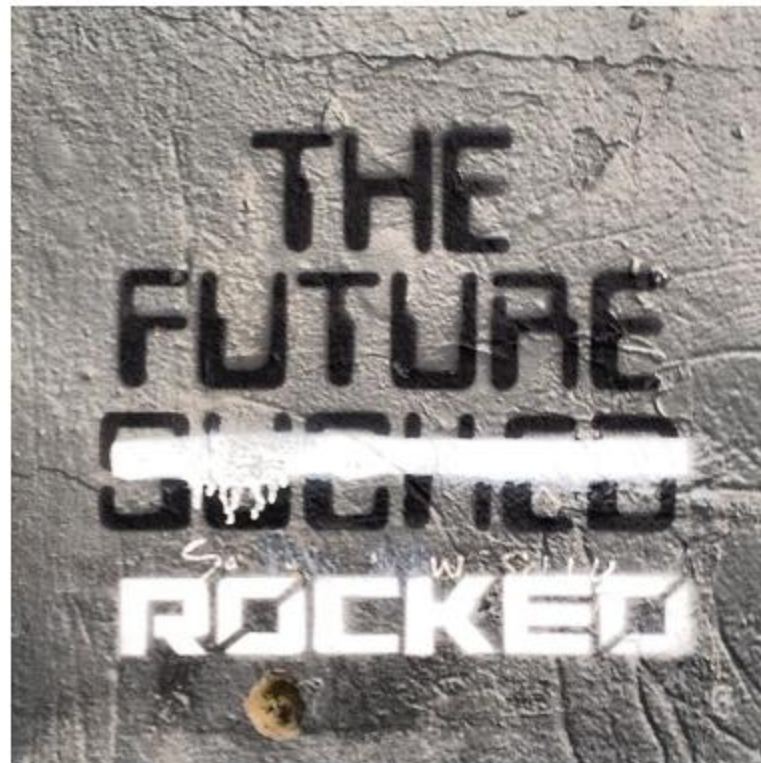
Instagram

Instagram



kendalla

6m



♥ joemurphy_libraryfuture



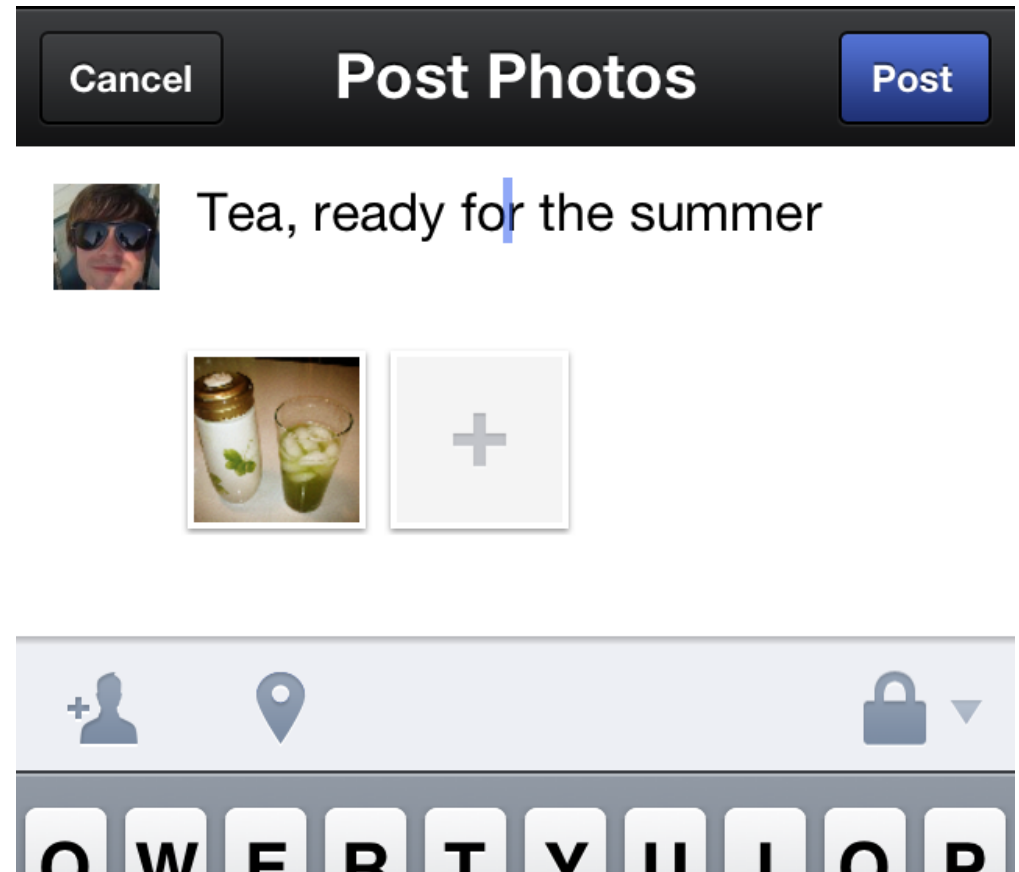
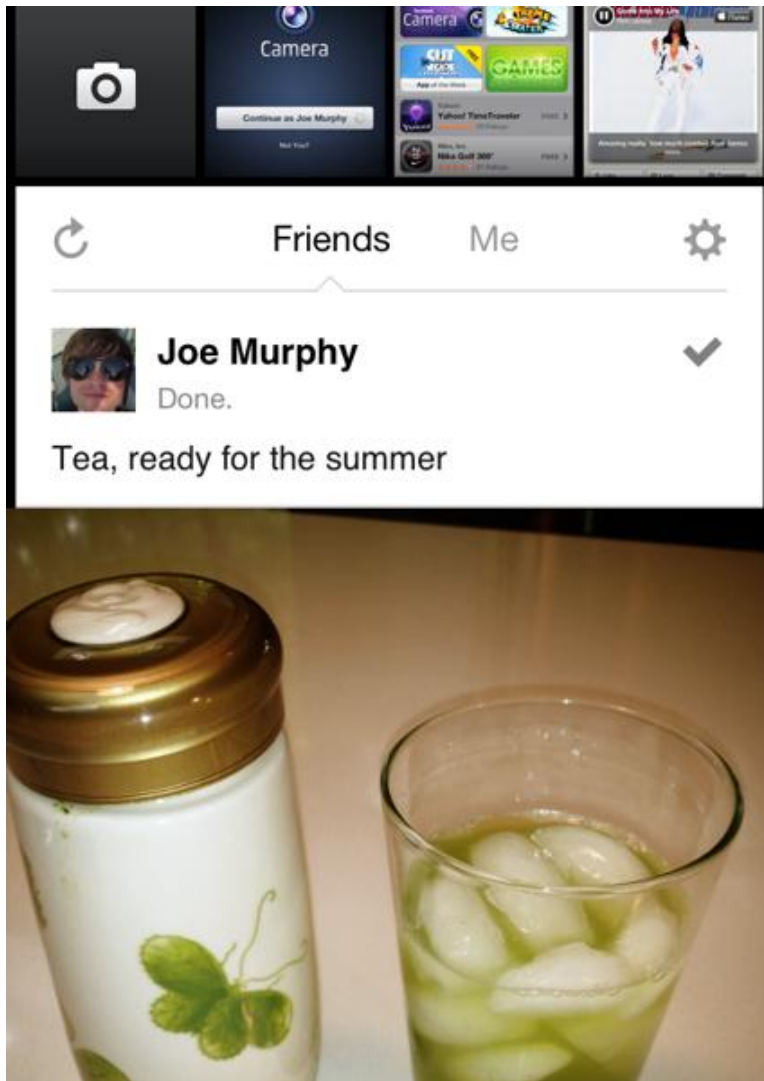
Instagram

- 50 Million+ users
- Hash tags to pull together images around a topic
- Share story of your library through the pictures uploaded at your location
- API to pull together pictures taken around campus



Facebook's Camera App

Mobile photo sharing comes to Facebook in a big way after Instagram acquisition.



Facebook's mobile strategy

Evolution of Facebook and mobile photo sharing – note past experiments and timing.

The implications for libraries include a streamlined photo interaction and sharing experience and greater exposure of this kind of mobile interaction model.

23 of 1727



Emerald



Bright



Golden



Copper



Rough



Notice the pattern

- Messaging apps take off, Facebook acquires major player and releases own app
- Mobile photo sharing explodes, Facebook buys biggest tool in that arena, releases stand alone app

The True Meaning of Mobile Photo Sharing

Community contributions to the
visual narrative of a
place/topic/social grouping

Other Photo Sharing Apps

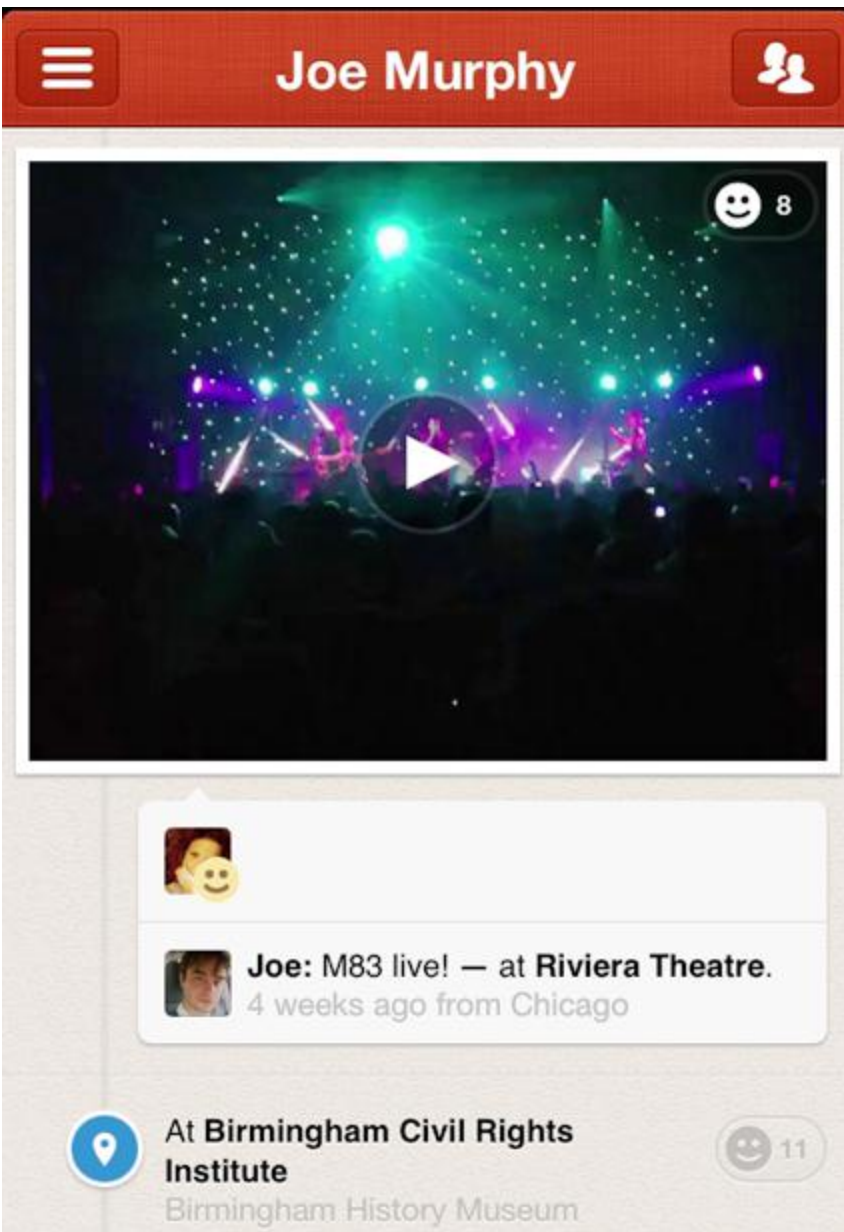


Hi joemurphy,

picplz Shutting Down Permanently

On July 3, 2012, picplz will shut down permanently and all photos and data will be deleted.

Until then, you can log in and download your photos by clicking on the download link next to each photo in your [photo feed](#).



Now more of a mobile life-streaming app

Google may buy Meebo

Meebo, a popular online messaging aggregator in the heyday of IM, has exhibited some interesting pivots since then to reposition for relevancy.

More interesting to us is the newest Meebo product, a social tool that helps with current awareness and information filtering.



Have Libraries Also Kept Pace with These Changes?

Facebook Messenger app



Send more than text
Send photos, videos, contacts, or locations.

See when they're typing
Ellipsis points appear when someone's responding.



Start here, finish there
Begin a conversation on one iOS device and pick it up on another.

- Bought Beluga
- Incorporated groups
- Location
- Image sharing

- Apple's iMessage:
- Cloud conversations
 - Image sharing
 - Data, not just sms
 - Groups

More Impacts and Applications of SMS

TEXTING STUDIES

Take a look at the many ways text messages have been used to improve lives:

Social therapy



Why: Doctor Adrian Aguilera, a social welfare professor, sent his patients, who struggled with depression, text messages to remind them to track their moods, and help them practice what they learned in therapy.

Results: Patients felt more connected and cared for when they received text messages. About 75% of the patients asked if they could continue receiving the text reminders once the study was over.

Sunscreen adherence



Why: The Center for Connected Health wanted to see if people would be more likely to apply sunscreen if they were texted reminders.

Results: By the end of the six weeks, adherence rates almost doubled: 56% compared to those who did not receive reminder texts, 30%. 69% wanted to continue the service, and 89% would recommend it to others.

Back to the next wave of mobile communication

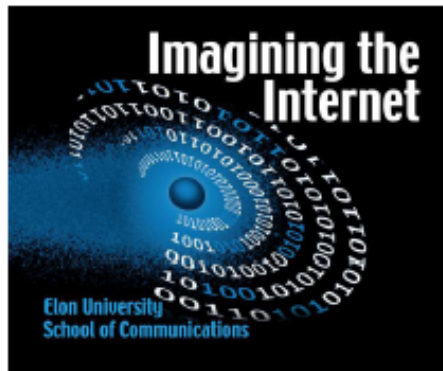


<http://voxer.com/>

Big Trend sin mobile communication:

- Group messaging
- Fusion of images, talking, text
- Location integration

PewResearchCenter



The Future of Gamification - Pew Study

Gamification: Experts expect 'game layers' to expand in the future, with positive and negative results

Tech stakeholders and analysts generally believe the use of game mechanics, feedback loops, and rewards will become more embedded in daily life by 2020, but they are split about how widely the trend will extend. Some say the move to implement more game elements in networked communications will be mostly positive, aiding education, health, business, and training. Some warn it can take the form of invisible, insidious behavioral manipulation.

Janna Quitney Anderson, Elon University

Lee Rainie, Pew Research Center's Internet & American Life Project

May 18, 2012

One respondent says - "The development of 'serious games' applied productively to a wide scope of human activities will accelerate simply because playing is more fun than working." – **Mike Liebhold**, senior researcher and distinguished fellow at The Institute for the Future

Gamification Mentioned as a Top Tech Trend for 2012 by Deloitte.

Gamification
Gaming gets serious



1 2 3 4 5 6 7 8 9 10

2. Gamification
Gaming gets serious

Download full report Watch Video Read more about Gamification

Gamification is about taking the essence of games – fun, play and passion – and applying it to real-world, non-game situations. In a business setting, that means designing solutions using gaming principles in everything from back-office tasks and training to sales management and career counseling. Gamification can help get stakeholders passionately and deliberately involved with your organization. Organizations that embrace gamification have the opportunity to gain loyal customers and find a competitive edge in recruiting, retention, talent development and business performance.

http://www.deloitte.com/view/en_US/us/Services/consulting/technology-consulting/49ec911905f25310VgnVCM3000001c56f00aRCRD.htm

Understanding technological impacts on behaviors



My recommendation:
stop focus on studying it and start living it.

Live in the moment of transformation

Tech Trend Spotter for Libraries

Twitter: @libraryfuture

libraryfuture@gmail.com

www.linkedin.com/in/libraryfuture

<http://joemurphylibraryfuture.com>



Question & Answer

[Tweet to #K211](#)

Technology & innovations in libraries and their impact on learning, research and users

Joe Murphy

Librarian & Technology Trend Spotter
Consultant, USA